



Sindh Legal Advisory Call Center

Annual Progress Report

July 1st 2024 – June 30th 2025



24/7 Helpline 0800 70806

SLACC

Sindh Legal Advisory Call Center

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Sindh Legal Advisory Call Center



Law Department
Government of Sindh

LAS
LEGAL AID SOCIETY

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1. Ensuring Legal Empowerment for All: Message from the Law Department

Justice must not be a privilege - it must be a right that is accessible, immediate, and meaningful for every citizen. The Government of Sindh remains unwavering in its commitment to this ideal. Through the Legal Empowerment of People Program in Sindh (LEPPS), we have prioritized dismantling the barriers that often prevent marginalized communities from accessing legal support. The Sindh Legal Advisory Call Centre (SLACC) stands as one of our most impactful and progressive initiatives in realizing this vision.

During the reporting period from July 2024 to June 2025, SLACC demonstrated exceptional performance, responding to more than 47,000 legal queries; surpassing its annual target in just eleven months. This milestone underscores not only the high demand for accessible legal aid but also the immense trust that people place in SLACC's services. With a team of ten Sindh High Court enrolled lawyers and enhanced operational capacity, the call centre has remained responsive, reliable, and deeply rooted in public need.



SLACC's recent collaborations with stakeholders such as Sehat Kahani and NOWPDP have strengthened the program's inclusivity by addressing legal as well as social vulnerabilities, especially for persons with disabilities and underserved populations. SLACC's AI-based chatbot, NAZ Assist, now serves as an accessible entry point for legal information, signaling the Sindh Government's vision of a digitally inclusive justice system.

I also wish to commend SLACC's growing contribution to evidence-based policy development. Its research and policy briefs on wage laws, property rights for women, and implementation of disability laws, reflects a deep understanding of legal realities on the ground. By transforming caller data into actionable insights and legislative recommendations, SLACC is helping bridge the gap between citizens and policymakers in meaningful ways.

As we publish this Annual Progress Report for 2024 - 25, I reaffirm the Government of Sindh's full support and admiration for the Legal Aid Society. Their continued efforts serve as a vital link between the justice system and the people it is meant to serve, ensuring that legal rights are not only known but also meaningfully understood, realized and utilized.

Warm regards,

Mr. Ali Ahmed Baloch

*Secretary Law, Parliamentary Affairs and Criminal
Prosecution Department, Government of Sindh*

2. **Leading with Purpose: Message from the Chief Executive Officer**

At the Legal Aid Society (LAS), we define impact not only by numbers, but by the lives we reach and the systems we challenge. The Sindh Legal Advisory Call Centre (SLACC) represents one of our flagship models of innovation, scale, and service; an effort rooted in the belief that justice must be accessible, responsive, and citizen-centered.

This reporting year, from July 2024 to June 2025, SLACC crossed a significant threshold, handling over 47,000 legal queries, far exceeding its annual target. Yet beyond the quantitative success, what stands out most is how SLACC has positioned itself as a responsive and trusted public resource. Whether it's a domestic worker seeking advice on harassment, a young person navigating public service recruitment, or a family unsure of their rights in a civil dispute, SLACC has remained a first point of legal contact for thousands across Sindh and other parts of Pakistan.



What makes this model exceptional is not only its reach, but the ecosystem around it. This year's outreach strategy, which included SMS campaigns, school field sessions, radio and TV engagement, and strategic use of digital and influencer platforms, has allowed us to normalize legal awareness in everyday life. We've seen a shift: the law is no longer viewed only as a tool of the powerful, but increasingly as a resource people can turn to - with confidence.

Internally, we've continued to invest in strengthening SLACC as a program. We've grown our team, expanded quality assurance processes, and integrated new capacity-building modules for lawyers and outreach staff. The launch of NAZ Assist, our multilingual chatbot, was not just a tech milestone, it was a statement of intent: that LAS is prepared to meet people where they are, whether that's through a phone call, a web platform, or a text message.

We've also deepened partnerships that allow us to provide more holistic support. Collaborations with organizations like NOWPDP and Sehat Kahani have enabled us to think beyond legal advice, toward integrated care that includes mental health support, disability rights awareness, and community-level empowerment.

I want to especially acknowledge the work our teams are doing in the research and policy space. The insights generated from SLACC's caller data are now feeding into policy briefs that address real structural gaps, from gendered access to property to disability law enforcement and wage theft. These outputs reflect our institutional commitment to justice not just at the individual level, but at the systemic one.

SLACC is a testament to what is possible when legal empowerment is pursued with vision, partnerships, and humility. As we move forward, LAS will continue to ask hard questions, adapt with courage, and advocate for a justice system that works for everyone - not just those who know how to navigate it.

To the SLACC team, our partners, and the Government of Sindh, we thank you for your belief in this work. Together, we are reimagining access to justice, not as an exception, but as a norm.

Warm regards,

Haya Emaan Zahid

Chief Executive Officer
Legal Aid Society

3. Championing Inclusive Legal Access: Message from the Chief Legal Advisor

The Sindh Legal Advisory Call Centre (SLACC), an initiative under the Legal Empowerment of People Program in Sindh (LEPPS), continues to evolve as a powerful platform delivering free, inclusive, and high-quality legal aid to thousands across Sindh and beyond. This past fiscal year, July 2024 to June 2025, has been one of exceptional progress, marked by exceptional service delivery, technological innovation, research contributions, and deepened community engagement. This progress would not have been possible without the continued support and collaboration of the Government of Sindh, whose commitment to access to justice has been instrumental in SLACC's sustained impact.



From July 2024 to June 2025, SLACC responded to **47,210 legal queries**, surpassing its annual target of 33,000 by **143%**. This growth in demand reflects both the trust placed by the public in SLACC and the urgency of accessible legal solutions in a complex and often intimidating Justice system. Our team of ten Sindh High Court enrolled lawyers has consistently provided legal advice across civil, criminal, and public service domains, with civil law and general legal inquiries comprising the majority of calls.

SLACC's outreach and visibility have also expanded dramatically, reaching millions of citizens through a layered strategy that included over **21.6 million** SMS messages, viral digital campaigns, school-based legal literacy sessions, and continuous engagement with Sindhi television and radio. Notable endorsements by public figures along with extensive features on media outlets have helped normalize legal help-seeking behavior in our society.

The launch of NAZ Assist, Pakistan's first multilingual legal advisory chatbot, represents a groundbreaking step in legal tech. With over 7,000 users, more than 1100 callback requests handled via the chatbot, SLACC has proven that innovation and empathy can coexist. The chatbot is particularly designed to support women and marginalized communities, offering accessible legal guidance in Urdu, Sindhi, Pashto, and English.

Equally commendable are the SLACC Team's efforts in research and policy development. This year, the team produced two important policy briefs, "Facilitating Women's Access to Property Rights through ADR" and "Towards Inclusion: Addressing Implementation Gaps in Disability Laws for Sindh". Both publications have been widely disseminated among civil society, academia, and government institutions. Additionally, work is underway on a third brief concerning wage theft and enforcement gaps in the private sector, reflecting LAS's commitment to driving systemic change through evidence-based advocacy.

Collaborations with government institutions, private sector actors, and civil society organizations have played a central role in extending SLACC's impact. The renewed partnership with Sehat Kahani is facilitating the integration of legal aid and mental health support, allowing for more holistic responses to caller needs. Meanwhile, the MoU with NOWPDP has brought a much-needed disability rights lens to SLACC's services.

To further enhance service delivery, SLACC lawyers received specialized training on key topics including disability laws, shared parenting, corporate and tax laws, and emotional intelligence. These trainings have strengthened their ability to respond with both empathy and legal competence to the complex and nuanced challenges faced by callers.

These achievements are not merely statistics, they represent thousands of people who now

understand their rights, feel heard, and can navigate the legal system with dignity. I commend the SLACC team, the Legal Aid Society, and our partners, especially the Government of Sindh for their collective commitment and tireless service.

As we close this reporting year, we acknowledge the complexity of justice delivery and the persistent inequalities that remain. Yet we also recognize that with sustained effort, strategic collaboration, and people-centered innovation, legal empowerment is not just an aspiration, it is a growing reality for the people of Sindh.

Warm regards,

Justice Arif Hussain Khilji

Former Judge of the Supreme Court of Pakistan

Chief Legal Advisor, Legal Aid Society

4. Accessible Justice for All: SLACC's Public-Private Partnership Model

Pakistan continues to face significant challenges in ensuring equitable access to justice. According to the World Justice Project's Rule of Law Index, Pakistan ranks 129th out of 142 countries globally, and 5th out of 6 in South Asia. These rankings reflect critical gaps in legal awareness, affordability of legal services, delays in justice delivery, and an insufficient number of judges relative to the population. In response, the Legal Aid Society (LAS), under the vision of Justice Nasir Aslam Zahid, former Judge of the Supreme Court of Pakistan, launched the Legal Advisory Call Centre (LACC) in 2014 to offer free, accessible legal advice to underserved populations.

Initially funded by the British High Commission, LACC emerged as a pioneering model to support Pakistan's constitutional and international obligations on access to justice. With a professional team of licensed legal advisors, referral mechanisms, and robust monitoring systems, it quickly gained national recognition.

In 2018, LAS entered into a formal public-private partnership with the Government of Sindh, under the Law Department, and renamed the initiative as the Sindh Legal Advisory Call Centre (SLACC) under the Legal Empowerment of People Program in Sindh (LEPPS). This marked a shift toward institutionalizing legal aid as a public service. SLACC now operates five days a week via a toll-free number (0800-70806), providing advice on civil, criminal, and public service matters from 9 a.m. to 5 p.m., with recorded assistance available after hours. Since its inception, SLACC has received over **500,000 calls** and registered more than **295,000 legal queries** from individuals in over 600 cities across the country. All legal advisors are Sindh High Court, enrolled advocates, trained to respond with legal accuracy, empathy, and cultural sensitivity. The initiative is supervised by Justice (R) Arif Hussain Khilji, former Judge of the Supreme Court.

In 2024, LAS introduced **NAZ Assist, Pakistan's first multilingual legal advisory chatbot**, built on SLACC's decade-long database of over 500,000 calls. Launched on July 30th, 2024, NAZ Assist offers 24/7 free legal guidance in Urdu, Sindhi, Pashto, and English, directly via LAS's website. The chatbot includes callback requests with practicing lawyers and dedicated litigation support for women facing gender-based violence or inheritance issues.

Now serving individuals from every province and territory of Pakistan, SLACC is recognized as a national model of accessible justice. Through this joint initiative, LAS and the Government of Sindh contribute directly to Sustainable Development Goal 16 (Peace, Justice, and Strong Institutions) by removing barriers to legal support and offering inclusive, technology-driven legal services to all.

5. Overview of SLACC's Strategic Objectives and Key Activities

This section outlines the four core objectives guiding SLACC's operations, ranging from legal service delivery and public awareness to quality assurance and data-driven research, along with corresponding activities implemented throughout the year to achieve these goals.

Project Objectives



Objective 1

Provide Free Legal Advice and Information to 33,000 People

Objective 2

12 Million Citizens Across Sindh (and From Other Parts of Pakistan) Are Aware of the Sindh Legal Advisory Call Centre

Objective 3

Ensure Quality and Effective Provision of Legal Advice and Information

Objective 4

Collect Data and Conduct Research and Analysis

Activities

1.1 SLACC Provides Quality Legal Advice and Information to Callers	2.1 Analysis of Marketing Sources of Calls	3.1 Capacity Development of SLACC Staff	4.1 Data Analysis and Research from SLACC Database
1.2 People in Sindh Are Better Informed About Their Legal Rights and Legal Needs and Refer to Sindh Legal Advisory Call Centre to Access Accurate Information About Their Legal Rights	2.2 Networking and Collaborations	3.2 In-House Monitoring and Evaluation Activities	4.2 Bi-annual and Annual Reports Publication
	2.3 Publicity and Engagement Campaigns	3.3 SLACC Annual Feedback Survey	4.3 Research Reports/Papers Based on SLACC Data and Its Analysis With a Focus on Women, Governance, and Emerging Trends
			4.4 Dissemination, Marketing and Outreach of SLACC Outputs

6. Executive Summary



Period

July 2024 - June 2025



Total Queries Received by SLACC

47,210

Overview of Annual Progress

Since its inception, SLACC has functioned as a critical public resource for free, accessible, and citizen-centered legal aid. This year, SLACC responded to 47,210 queries; 143% of its target; spanning civil, criminal, and public service issues. While 79% of callers from Sindh, significant engagement came from Punjab, Khyber Pakhtunkhwa, Balochistan, Azad Jammu & Kashmir, and Gilgit Baltistan, positioning SLACC as a national model for legal empowerment, thereby expanding its reach beyond provincial boundaries.

During this year, it has been observed that civil and family law disputes continue to dominate call volumes, reflecting structural inequities in property rights, inheritance, and domestic matters. The growing share of public service complaints signals increasing citizen reliance on SLACC to navigate state systems where accountability remains weak.

Objective 1: Provide Free Legal Advice and Information to 33,000 People

SLACC exceeded expectations by serving 47,210 individuals with free legal advice, addressing pressing concerns such as family disputes, inheritance rights, criminal procedure, and administrative grievances. Importantly, 22% of callers were women, marking a consistent demand for gender-sensitive legal support, while young adults (25–44) remain the most active user group. For many, SLACC was the first and only point of legal recourse; a safe and trusted channel to resolve issues without financial burden.

The consistent high demand for advice on custody, divorce, and inheritance highlights enduring barriers in women's access to justice. Queries on BISP cards and identity documentation also underscore citizens' struggles in securing basic entitlements, indicating gaps in administrative justice that SLACC continues to fill.

Objective 2: Raise Awareness Among 12 Million Citizens

Through its SMS campaigns, media outreach, and partnerships, SLACC reached millions, generating awareness and ensuring people know where to turn when facing legal problems. The launch of NAZ Assist - Pakistan's first multilingual chatbot; engaged over 7,000 users and addressed more than 1,120 call backs for verification, signaling an appetite for digital tools that bring justice closer to marginalized citizens. Awareness drives in schools, media campaigns, and public exhibitions ensured legal literacy was embedded in everyday community spaces.

Digital platforms, particularly social media and chatbots, are becoming dominant gateways for citizens seeking advice. The significant volume of queries driven by targeted campaigns reflects a positive shift in behavior; people are increasingly proactive in accessing legal information before conflicts escalate.

Objective 3: Ensure Quality and Effective Provision of Legal Advice

SLACC invested in strengthening the capacity of its legal advisors through training on

disability rights, shared parenting, guardianship, corporate law, and conflict resolution. Partnerships with NOWPDP and Sehat Kahani expanded SLACC's role from purely legal advice to holistic support, integrating mental health and disability rights. By preventing prolonged litigation and safeguarding vulnerable groups from exploitation, SLACC reinforced itself as both a responsive service provider and a catalyst for systemic change.

These improvements enabled SLACC to successfully manage impactful cases with significant societal outcomes, including the resolution of family and custody disputes, the reversal of illegal property possession, and effective advocacy for public grievances through the Sindh Performance Management System (SPMS).

Objective 4: Collect Data, Conduct Research, and Produce Policy Briefs

Caller data has been transformed into policy insights, shaping three key policy briefs: Women's Access to Property Rights through Alternative Dispute Resolution (ADR), Implementation Gaps in Disability Laws Sindh, and Wage Theft and Enforcement Gaps in the Private Sector. These briefs have been disseminated among government, academia, NGOs, and the private sector, influencing debates and informing reform agendas. Through this, SLACC is not only resolving individual grievances but also feeding into long-term systemic change by highlighting recurring patterns of exclusion and injustice.

Data shows persistent gender gaps in access to justice, weak enforcement of labor rights, and poor implementation of disability laws. These patterns, consistently captured through caller insights, provide evidence for reform while reinforcing SLACC's role as both a service provider and a policy influencer.

SLACC stands as a testament to how accessible, citizen-centered legal aid can transform justice delivery in Pakistan. It provides immediate relief to individuals, generates awareness that prevents disputes from escalating, and produces evidence for systemic reforms. By bridging citizens with justice systems, SLACC is not only meeting legal needs but reimagining justice as a public good: free, inclusive, and responsive. In doing so, SLACC directly contributes to Sustainable Development Goal 16 on Peace, Justice, and Strong Institutions, by strengthening accountability, promoting equal access to justice, and fostering trust between citizens and state institutions.

7. Objective 1

Provide Free Legal Advice and Information to 33,000 People

What's covered in this objective

• Overview of Legal Queries and Outreach Analysis:

- Key Statistics of Legal Queries and Outreach
- Analysis of Calls: Volume and Types of Legal Issues Reported

Overview of Legal Queries and Outreach Analysis:

Month	Total	Civil Law	Criminal Law	General Information	Public Service Matters	Female	Male	Non-Binary
July	3394	1466	451	1194	283	848	2546	
August	3137	1365	380	1110	282	745	2391	1
September	4266	1868	513	1502	383	976	3290	
October	4530	1959	622	1595	354	990	3538	2
November	3747	1541	491	1354	361	915	2832	
December	2963	1180	368	1136	279	692	2266	5
January	4005	1651	509	1539	306	863	3142	
February	3377	1325	521	1268	263	756	2621	
March	2974	1156	432	1122	264	731	2243	
April	3106	1363	426	1105	212	816	2290	
May	6785	2596	939	2871	379	1059	5726	
June	4926	1855	767	2006	298	1024	3902	
Total	47210	19325	6419	17802	3664	10415	36787	8

Table 1: Distribution of calls during the reporting period (July 2024 to June 2025)

In FY 2024-25, SLACC received a total of **47,210 legal queries**, significantly surpassing its annual target of 33,000 by **143%**, a remarkable achievement that reflects growing public awareness and trust in this platform. This increase was driven by sustained outreach efforts, targeted media campaigns, and expanded collaborations with partners across Sindh and beyond.



Figure 1: Gender-wise Distribution of Queries

Of the total queries, **10,415 (22%)** were from **female** callers, **36,787 (77.9%)** from **male** callers, and **8** from individuals identifying as non-binary, indicating a continued push toward gender-inclusive legal access. The majority of queries came from adults in the **25-34** and **35-44**

(cumulatively 58.1%) age group, with over **27,454 queries** received from this demographic alone, highlighting SLACC's relevance among the working-age population. The data also shows steady engagement across all age groups, including young people (0 - 18) and senior citizens (65+), reinforcing SLACC's commitment to accessible legal support for all.

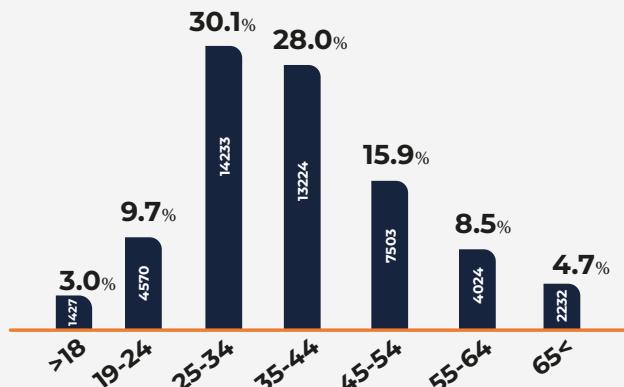


Figure 2: Age Group-wise Distribution of Queries

Primary Categories of Queries



Figure 3: Category-wise Distribution of Queries

During FY 2024-25, SLACC recorded 47,210 legal queries, spanning a broad range of legal concerns. The majority, **40.9%**, were related to **Civil Law**, including issues such as family disputes, property claims, and inheritance matters, reflecting persistent challenges in these areas across communities. **General Information** accounted for **37.7%** of all queries, underscoring a strong public demand for basic legal awareness and guidance, particularly from first-time callers unfamiliar with legal processes. Meanwhile, **13.6%** of queries dealt with **Criminal Law** queries, including gender-based violence, theft, fraud, and cybercrime, indicating continued reliance on SLACC for early-stage legal support in criminal matters. Finally, **Public Service Matters** made up **7.8%** of the total, covering issues linked to education, health, and administrative grievances, and pointing to gaps in service delivery where legal redress is often sought.

This distribution reflects SLACC's role as a comprehensive legal access platform, addressing both formal legal disputes and broader justice-related needs.

Civil Law Queries:

Out of all Civil Law queries received this year (19,325 in total), the highest volume - 6,056 - pertained to Family Law, indicating sustained public concern around marriage, divorce, child custody, and maintenance. This was followed by Civil Procedure Code - 2,760 queries - and Partition Law - 2,321 queries - reflecting widespread procedural and property-related disputes.

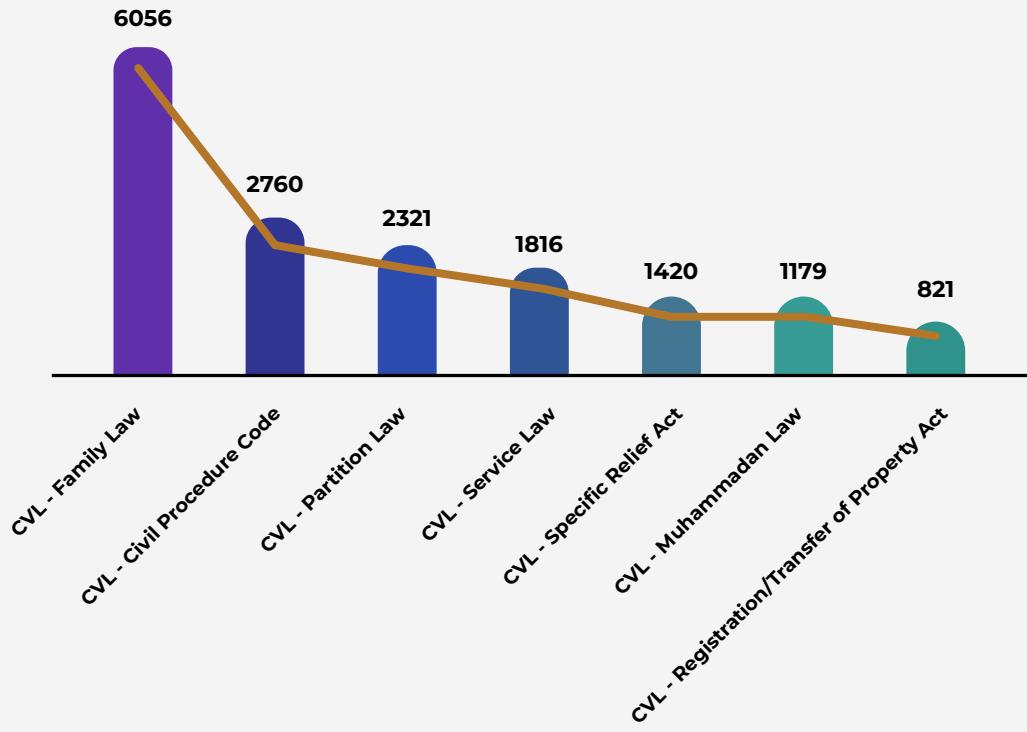


Figure 4: Distribution of Civil Law Queries

Other significant categories included Service Law - 1,816 queries, Specific Relief Act - 1,420, Muhammadan Law - 1,179, and Registration/Transfer of Property Act - 821. These figures highlight continued demand for support in employment disputes, Islamic inheritance matters, and property transactions, underscoring the breadth and complexity of civil legal issues reported to SLACC.

Criminal Law Queries:

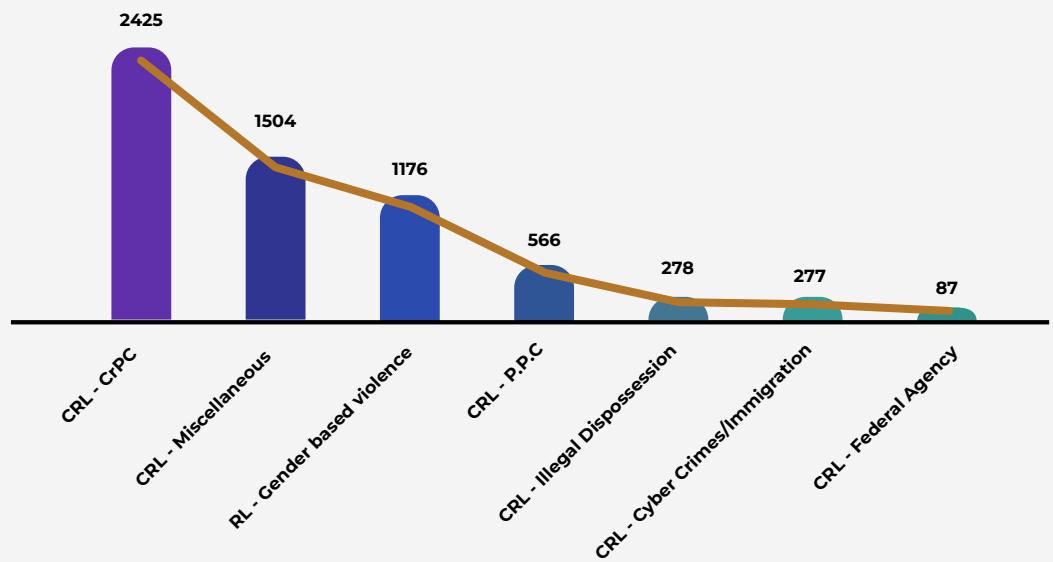


Figure 5: Distribution of Criminal Law Queries

SLACC received 6,419 Criminal Law-related queries during the reporting year, reflecting the

public's ongoing need for legal guidance in both routine and serious criminal matters. The most reported category was Criminal Procedure Code (CrPC) with 2,425 queries, indicating a strong demand for assistance with procedural aspects such as FIR registration, bail, and trial processes.

This was followed by Miscellaneous criminal concerns - 1,504 queries - which included a variety of general offenses not covered by other specific laws. Gender-based violence was a major concern, with 1,176 queries, highlighting the persistent need for support in cases of domestic abuse, harassment, and assault. Other reported issues included PPC offenses - 566 queries, Illegal Dispossession - 278, Cybercrimes and immigration-related matters - 277, and federal agency-related complaints - 87. These figures show that SLACC continues to serve as an accessible first point of contact for individuals facing a wide range of criminal justice challenges.

Public Service Matters Queries:

SLACC received 3,664 queries related to public service matters this year, with the highest number - 1,522 - falling under miscellaneous issues, which included complaints related to local governance, administrative delays, and unclear service procedures.

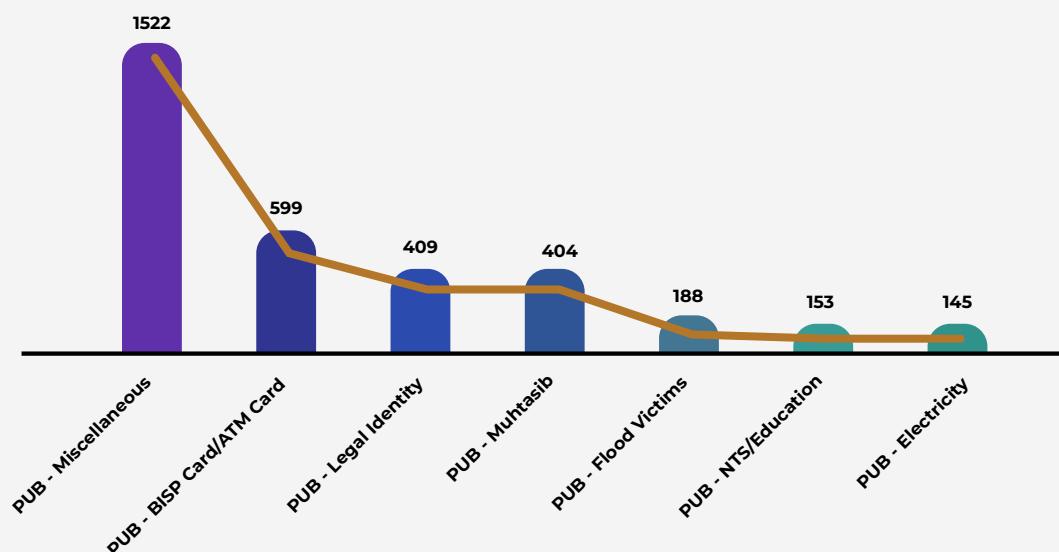


Figure 6: Distribution of Civil Law Queries

The most reported specific category was BISP/ATM card issues with 599 queries, reflecting difficulties in accessing social protection programs. This was followed by legal identity concerns - 409 queries - such as challenges with CNICs, birth certificates, and registration. Muhtasib-related complaints accounted for 404 queries, indicating the public's increasing awareness and use of grievance redress mechanisms.

Other concerns included flood victim-related grievances - 188, education and NTS-related issues - 153, and electricity service complaints - 145, showing how legal access intersects with essential services. This category highlights SLACC's role in helping citizens navigate state-run systems and entitlements, especially in times of crisis or exclusion.

Provincial Distribution of Queries

In FY 2024–25, SLACC continued to serve a nationwide caller base - receiving legal queries from all provinces and territories of Pakistan. The majority of calls - **37,337 (79.12%)** - came from **Sindh**, where SLACC is based and conducts most of its outreach activities. Punjab followed with 8,107 queries (17.18%), reflecting a growing awareness of SLACC services beyond provincial

boundaries. From Balochistan, SLACC received 922 queries (1.95%), and 703 queries (1.49%) came from Khyber Pakhtunkhwa - showing consistent engagement from these regions as well.

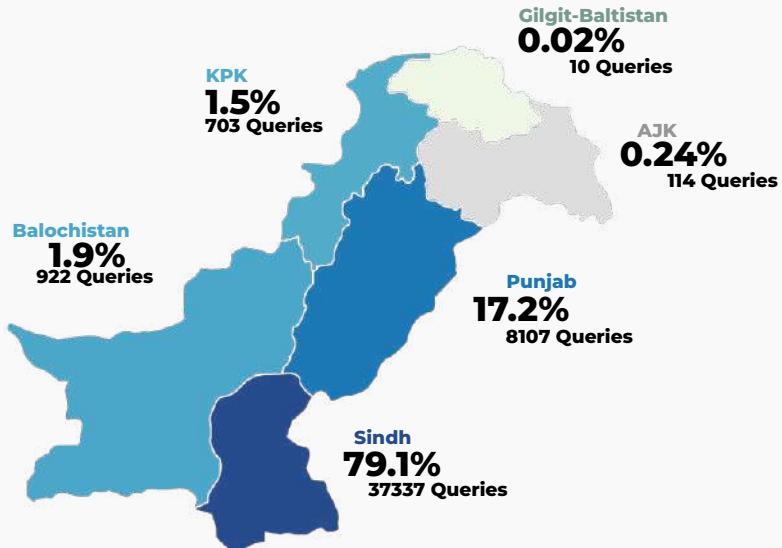


Figure 7: Provincial Distribution of Queries

While fewer in number, SLACC also received 114 queries (0.24%) from Azad Jammu & Kashmir and 10 (0.02%) from Gilgit Baltistan - reaffirming the platform's national accessibility and potential for expansion across underserved areas.

Top Cities for Legal Queries

SLACC received calls from hundreds of locations across Pakistan, but the majority of queries originated from urban centers, reflecting both population density and outreach effectiveness.

Karachi topped the list with **22,734 (48%)** queries - nearly half of the total call volume. Hyderabad followed with **2,941 queries**, and Lahore - the largest city outside Sindh in this list - contributed **1,574 queries**, showing strong engagement from Punjab.

Other high-volume cities included Larkana (1,020), Khairpur (820), Sukkur (703), Sanghar (701), Nawabshah (671), Islamabad (638), and Mirpur Khas (595). The diversity of locations in the top 10 demonstrates SLACC's growing presence across both major metropolitan hubs and secondary cities in Sindh and beyond.

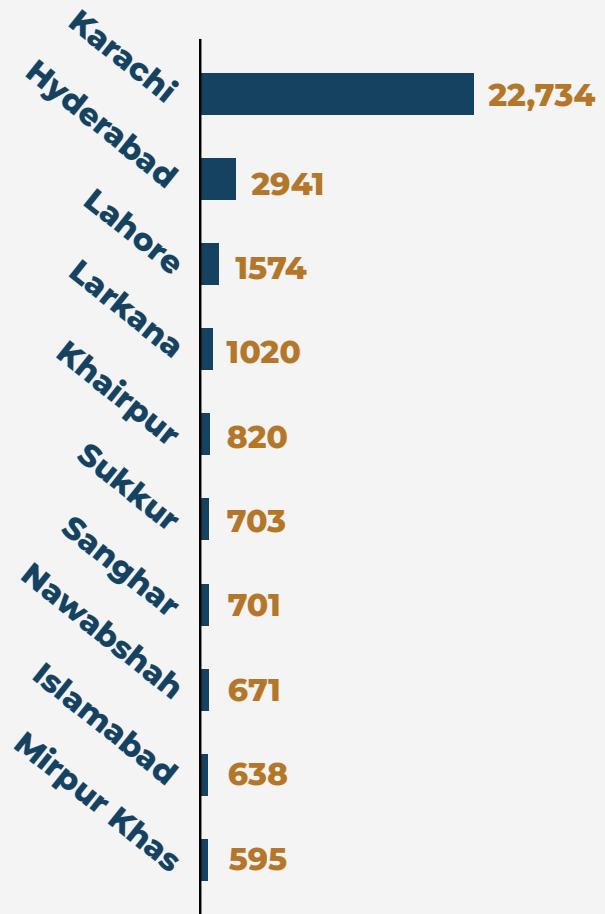


Figure 8: Top 10 Cities Distribution of Queries



**WE
DELIVER
IMPACT
FOR
EVERYDAY
JUSTICE
NEEDS**

3. Objective 2

12 Million Citizens across Sindh (And from Other parts of Pakistan) are Aware of the Sindh Legal Advisory Call Centre

What's covered in this objective

- **Analysis of Marketing Sources of Calls and Outreach Summary**
- **Networking and Collaborations:**
 - Publicity Visits
 - Partnerships
- **Publicity and Engagement Campaigns**
 - Outreach Visits
 - Leveraging Mainstream (TV, Newspaper Articles and Ads)
 - Social Media and Digital Outreach
 - SMS Campaigns
 - NAZ Assist; Legal Advisory Chatbot (Online Launch and Marketing Campaigns)
 - Inclusion of SLACC Helpline in the NO MORE Global Directory

Analysis of Marketing Sources of Calls and Outreach Summary

SLACC's multi-channel outreach strategy continued to play a vital role in expanding its reach across Pakistan. In FY 2024–25, the top two sources of legal queries were SMS with **18,983** queries (**40%**) and Web/Social Media platforms with **18,579** queries (**39%**). This reflects the strong impact of SLACC's digital marketing campaigns and social media influencer collaborations, as well as the continued effectiveness of bulk SMS alerts in reaching diverse communities.

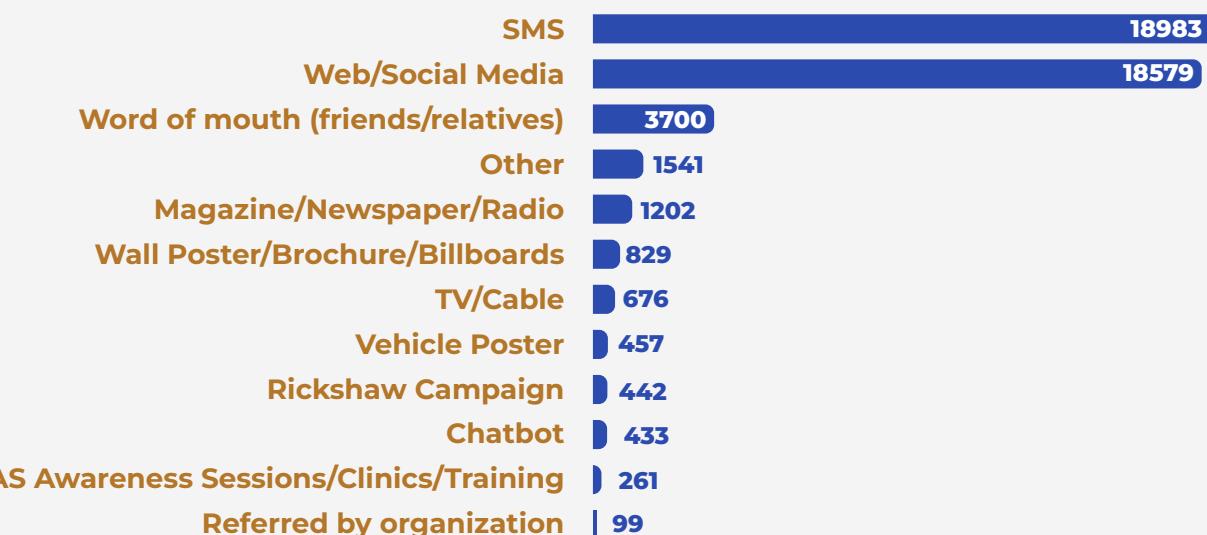


Figure 9: Distribution of Queries' Top Sources

Traditional outreach remained valuable as well. Word of mouth contributed 3,700 calls, showing the role of trust and community referral in spreading awareness. Print and broadcast media – including magazines, newspapers, and radio – generated 1,202 calls, while TV and cable promotions brought in 676 calls. Physical campaigns such as billboards, brochures, and wall posters accounted for 829 calls, with additional traction from rickshaw branding (442) and vehicle posters (457).

Other efforts, such as chatbot engagement (433), awareness sessions and legal clinics (261), and referrals by partner organizations (99), also contribute meaningfully. These numbers demonstrate the success of a hybrid outreach model that combines mass media, digital tools, and grassroots engagement to connect citizens with free legal assistance.

Outreach Channel	Details / Description	Estimated Reach
SMS Campaign	Targeted awareness messages sent nationwide.	21.8 million
Social Media Advertisements	Facebook & Instagram ad campaigns (SLACC: 2.8M; LAS: 0.7M).	3.5 million
Print, Electronic & Outdoor Media	Billboards on prime Karachi locations, bus branding (3 cities), ads & shows on 3 TV channels, and 1-month radio campaign.	5 million
Influencer Marketing	Collaborative campaigns with 14 influencers and digital media channels across Facebook, YouTube, Instagram, and TikTok.	4.83 million
Total Estimated Outreach	Cumulative estimated audience reached through all communication channels.	35.13 million

Through a combination of diverse communication channels, SLACC successfully exceeded its awareness target of reaching 12 million citizens, achieving an estimated outreach of over 35 million individuals nationwide. The SMS campaign remained the most impactful medium, accounting for the largest share of engagement, followed by a strong presence across social media platforms, traditional media, and influencer collaborations. Strategic placement of billboards, bus branding, and radio transmissions amplified visibility across key urban centers, while digital engagement through Facebook, TikTok, YouTube, and Instagram expanded reach among younger and online audiences. Collectively, these efforts reflect SLACC's sustained commitment to ensuring that legal awareness and access to justice messages are disseminated to citizens across Sindh and beyond.

Networking and Collaborations

• Publicity Visits:

Visit by Sindh Flood Emergency Rehabilitation Project (SFERP)

On July 10, 2024, SLACC had the honor of hosting a delegation from the Sindh Flood Emergency Rehabilitation Project (SFERP), which oversees Rescue 1122 operations across the province. The visit served as a platform for knowledge exchange, allowing SLACC to share key insights, operational learnings, and best practices.

The discussion centered around potential avenues for collaboration, with a shared goal of enhancing access to justice for communities impacted by emergencies. Both teams expressed commitment to aligning efforts in order to provide timely, coordinated support to vulnerable populations across Sindh.



SLACC Manager Rukhsana Parveen briefs Rescue 1122 Team

Visit by UNICEF Consultant on Child Protection

On July 22, 2024, SLACC hosted Ms. Sadia, a UNICEF consultant conducting research on child protection helplines. This visit enabled a mutual exchange of insights, with a focus on SLACC's support for vulnerable groups, including children, in order to contribute meaningfully to her study on child protection services in Pakistan.



SLACC Manager Rukhsana Parveen briefs Ms. Sadia, UNICEF consultant

Visit by the Law Department of Balochistan

On July 23, 2024, a delegation from Balochistan, including representatives from the Law Department and the Additional Advocate General, visited SLACC's office. The team shared an overview of SLACC's operations, highlighted successful case interventions, and reinforced its commitment to equitable access to justice. The visit fostered a deeper understanding of SLACC's work and opened avenues for future collaboration to strengthen legal aid in Balochistan.



SLACC Manager Rukhsana Parveen briefs Balochistan Law Delegation

Visit by Director of Legal Education, Pakistan

On August 8, 2024, Mr. Usama Malik, Director of Pakistan's Directorate of Legal Education, visited the Legal Aid Society's Karachi office to observe SLACC's operations. Mr. Malik witnessed SLACC's performance, particularly impressed by the NAZ. Assist initiative, and encouraged its swift public launch to raise awareness and accessibility nationwide. His visit underscored the potential of SLACC's initiatives to impact legal education and public awareness across Pakistan.



LAS Management Honors Mr. Usama Malik with Tokens of Appreciation during visits to LAS Head Office and SLACC Office

Visit by Deputy Speaker Sindh Assembly, Anthony Naveed

On August 28, 2024, SLACC hosted Mr. Anthony Naveed, Deputy Speaker of the Sindh Assembly. Mr. Naveed received a detailed briefing on SLACC's activities and the Religious Minorities Program. Showing great interest in the Alternate Dispute Resolution (ADR) system, he offered insightful suggestions to enhance SLACC's services such as making it more accessible to marginalized communities. As a token of appreciation, SLACC presented him with a traditional Sindhi Ajrak, and our team expressed gratitude for his practical support and dedication to marginalized communities.



SLACC Manager Rukhsana Parveen presents Ajrak to Mr. Anthony Naveed as Token of Appreciation for visiting SLACC

Publicity Visit by Balochistan Law Department

On February 21, 2025, the SLACC team hosted a delegation from the Balochistan Law Department. During the visit, SLACC presented its Public-Private Partnership (PPP) model, showcasing its operational framework, outreach strategies, and impact. Impressed by the approach, the Balochistan team requested a detailed proposal to explore possibilities of replicating or adapting the model within their province. This visit marked a significant step toward interprovincial collaboration for expanding access to justice.



SLACC Program Team presented Ajrak to the delegation

- **Partnerships:**

Renewal of Partnership between Sehat Kahani and Legal Aid Society

On November 8, 2024, SLACC renewed its partnership with Sehat Kahani to strengthen support for vulnerable communities across Sindh. This renewed collaboration will establish a referral mechanism that links individuals to both legal aid and mental health services, ensuring comprehensive support. Additionally, both organizations will work together to build the capacities of lawyers, mental health professionals, and community members, enhancing the overall effectiveness of legal and mental health services available to the community.



Publicity and Engagement Campaigns

• Outreach Campaigns

Visit by SLACC Lawyer to NOWPDP Camp

On July 25, 2024, SLACC participated in a camp organized by NOWPDP to support differently abled individuals. SLACC Agent Lawyer Noreen Qazi, accompanied by a sign language expert, provided free legal advice to attendees facing various legal challenges. Following the success of this visit, SLACC plans to establish a dedicated legal desk at these monthly camps to ensure consistent legal support for the differently abled community.



SLACC Team sets up a Desk for Legal Assistance to Persons with Disabilities (PWDs)

SLACC at MY Karachi: Oasis of Harmony Exhibition

In collaboration with the Musaliha International Centre for Arbitration and Dispute Resolution (MICADR), SLACC set up a stall at the "MY Karachi: Oasis of Harmony" exhibition held at the Expo Centre, Karachi, from August 24, 2024. This exhibition, hosted by the Karachi Chamber of Commerce & Industry (KCCI), allowed SLACC to connect with the corporate community and promote its services in Alternative Dispute Resolution (ADR). Through the distribution of 500 SLACC brochures, the team highlighted SLACC's role in fostering a harmonious business environment and showcased how ADR can facilitate swift conflict resolution, improve business relationships, and contribute to regional economic growth.



SLACC Team in Collaboration with ADR Team sets up a stall at My Karachi: Oasis of Harmony Exhibition

SLACC Team Conducted Awareness Sessions for Rescue 1122 Officers

From October 9 to October 11, 2024, SLACC conducted awareness sessions for over 140 Rescue 1122 field officers, offering insights into SLACC's referral system. These sessions equipped the officers with knowledge about SLACC's services, enabling them to refer individuals in need of legal assistance to the call center effectively. This outreach effort strengthens SLACC's network and improves accessibility to legal aid for communities served by Rescue 1122.



School Awareness Sessions: Promoting Legal Literacy Among Students

This year, SLACC launched a new school outreach initiative to raise legal awareness among children and adolescents. To kickstart this effort, the Legal Aid Society (LAS) partnered with Zindagi Trust to conduct legal education sessions in selected schools.



On May 19, 2025, five sessions were held across three schools in Karachi, engaging approximately 45 - 50 students per session. The sessions focused on legal rights, child protection, child labor, harassment, and digital safety, empowering students with essential knowledge concerning their rights and available protections.

Schools included SMB Fatima Jinnah Government Girls School, HM GGSS Neelam School, and Khatoon Jinnah School, with sessions facilitated by Agent Lawyer Mr. Sher Hussain, SLACC Legal Analyst Ms. Tabassum, and SLACC Outreach Consultant Ms. Nida Ali. Student engagement was high, with repeat sessions showing increased participation and curiosity. Informative brochures were shared, and students volunteered heartfelt testimonials, expressing a desire to spread awareness within their communities. The initiative also strengthened connections with child protection institutions, enhancing access to support services.

The SLACC Team aims to expand the outreach to more schools after June 2025, building on the momentum of this successful pilot phase.

SLACC at MITE Job Fair: Outreach and Engagement

On February 26, 2025, SLACC participated in a job fair at the Millennium Institute of Technology and Entrepreneurship (MITE). The event provided an excellent platform to engage with students and young professionals, introduce SLACC's free legal advisory services, and distribute awareness brochures. The team had meaningful conversations with attendees about legal rights and support mechanisms, while also exploring potential internship and collaboration opportunities with the institution. The event helped strengthen SLACC's visibility among youth and future professionals.



SLACC Agent Lawyer Parveen is guiding students about the work of LAS and SLACC.

Outdoor Visibility: SLACC Bus Branding Campaign

As part of its outreach and visibility strategy, SLACC launched a bus branding campaign across key routes in Karachi, Sukkur, and Hyderabad. A total of six 40-foot buses were fully wrapped with SLACC visuals to build public recognition and subconscious recall.

In May, four buses were deployed in Karachi across major routes, including Route #2 (Nagan to Korangi Indus Hospital via Rashid Minhas), Route #4 (UP to Tower via M.A. Jinnah Road), Route #9 (Gulshan Hadeed to Tower via Shahra-e-Faisal), and Route R-12 (Khokhrapar to Saddar). In June, the campaign was extended on two of these routes, Route #2 and Route #9. In Sukkur and Hyderabad, one bus per city was branded for a month of May to test outreach in regional centers.



Billboard Promotion: High-Visibility Legal Awareness

To amplify public awareness of SLACC's free legal advisory services, two billboards were installed at high-traffic locations in Karachi for a one-month campaign. The billboards were strategically placed at:

- **Gurumandir Chowk**
- **Anda Mor**

These prominent locations helped maximize visibility among daily commuters, reinforcing SLACC's message of accessible legal aid for all. The campaign served as a cost-effective means to reach a broad and diverse urban audience.



- **Leveraging Mainstream (TV, Radio, Newspaper Articles and Ads)**

Promoting SLACC Through Sindhi Media Channels and Print Outreach

To expand SLACC's reach and visibility across Sindh, we partnered with leading Sindhi-language television channels and newspapers throughout the year. These collaborations aimed to raise awareness of SLACC's free legal advisory services among diverse audiences, especially in underserved regions.

Building on the success of a one-month campaign in August with Dharti TV earlier in the year, we renewed and expanded this partnership for an additional four months from March to June, resulting in over 15 show appearances and 160+ minutes of commercial airtime. SLACC Agent lawyers were featured on prime-time programmes including Morning with Dharti, Legal Opinion, Together We Can, and Business Talk with Abdul Haque. SLACC was also highlighted during the Ramzan game show, where brochures were distributed to participants and attendees. Additionally, eight print ads were published in Daily Sobh, Dharti TV's widely circulated newspaper, reaching over 9,000 households.

A two-month collaboration with Sindh TV followed, featuring SLACC in six morning shows and securing 80 minutes of commercial airtime. Similarly, a one-month campaign with KTN led to SLACC's participation in six shows, with a total of 40 minutes of commercial airtime.

These targeted media partnerships significantly boosted SLACC's brand recognition, strengthened public trust, and helped extend legal awareness to remote and rural audiences across the province.



SIACC Lawyers at Bharti TV Prime Shows

Radio Outreach: Collaboration with HOT FM 105

To further diversify SLACC's outreach, we partnered with HOT FM 105 for a one-month radio campaign in May. During this period, SLACC featured in six live shows, where our team discussed key legal issues and promoted the call center's services. The campaign also included 37 minutes of dedicated radio advertisement airtime, helping us reach a broad, multilingual listenership across Sindh. This collaboration played a key role in raising awareness among radio audiences, especially in areas with limited TV or internet access.

Profile Spotlight: Ms. Rukhsana Parveen Khokhar-Program Manager - Championing Justice and Women's Rights

The article, titled "My Personal Battle Against Injustice Fueled My Passion to Fight for Human and Women's Rights", was published on **24th September 2024** in You! Magazine. It profiles **Ms. Rukhsana Parveen Khokhar**, the Senior Project Manager of the SLACC, highlighting her inspiring journey, professional achievements, and the impactful work carried out by SLACC under her leadership. The piece delves into Rukhsana's personal motivation to advocate for human and women's rights, her daily challenges as a manager, and SLACC's contribution to providing free legal aid to marginalized communities across Pakistan. Further, it features success stories that showcase the transformative impact of SLACC's services.

Triumph of the Law: Advocacy Beyond Legal Boundaries

In this compelling article, SLACC Agent lawyer Ms. Izzah Rizvi sheds light on the transformative work carried out by the SLACC. As a joint initiative between the Sindh Law Department and the Legal Aid Society (LAS), SLACC stands as a beacon of hope for underrepresented and underserved individuals, providing accessible legal guidance and support. Ms. Izzah narrates powerful stories of courage and justice, from an elderly victim of domestic abuse finding his voice in Court to a retired worker challenging systemic injustices to claim his rightful gratuity. Her recounting also highlights the centre's compassionate approach, advocating for reconciliation in a child custody dispute to prioritize emotional well-being over legal entanglements. Through these cases, Ms. Izzah emphasizes SLACC's unwavering commitment to empowering individuals, bridging gaps in justice, and fostering a society where everyone can access their rights.



SLACC Advocate Irfan is at HOT FM 105 Studio

You!

"My personal battle against injustice fuelled my passion to fight for human and women's rights" - Rukhsana Parveen Khokhar

By Saima Ahmed 31 September, 2024

This week You! talks to Rukhsana Parveen Khokhar, Senior Project Manager of SLACC, in an effort to find out how she navigates through their day-to-day challenges. Read on...

chambers of justice

In the bustling city of Karachi, the Sindh Legal Advisory Call Center (SLACC) serves as a vital resource for those who have long been denied access to justice. This humble office, filled with the steady buzz of ringing phones and clicking keyboards, is more than just a call centre - it is a lifeline for marginalized communities across Pakistan. For individuals in remote areas where poverty, lack of awareness, and inaccessibility have kept justice out of reach, SLACC offers a way forward. A single phone call connects people to free legal advice from high-court-qualified lawyers, and in complex cases, even reddit Supreme Court judges.

THE NEWS

You! THE NEW WOMAN LIFESTYLE

INSIDE

chambers of justice

TRIUMPH OF THE LAW

This week Izzah Rizvi, a human rights lawyer, highlights the kind of work she and her fellow lawyers are doing in a bid to provide justice to consumers. Read on...

Ask Izzah

In a society where justice is often out of reach for those with little representation, the Sindh Legal Advisory Call Center (SLACC) stands as a beacon of hope. As the Senior Project Manager of the Legal Aid Society (LAS), this year, she will handle 500 cases, ranging from domestic violence to child custody disputes, underrepresented and marginalized individuals. In this interview, Izzah discusses the critical role of advocacy in ensuring justice for all, and the challenges she faces in advocating for her clients.

Ms. Rizvi, an attorney at the Legal Aid Society, has been working under Justice Izzah Rizvi, a human rights lawyer, for nearly a decade. Her work involves providing legal aid to individuals who are unable to afford it, regardless of their socio-economic status.

Ms. Rizvi's work at SLACC involves handling a wide range of legal matters, including domestic violence, child custody disputes, and other civil cases. She emphasizes the importance of providing timely and effective legal representation, particularly in cases of domestic violence, where victims often face significant challenges in seeking justice. Her work is a vital example of how legal advocacy can make a difference in the lives of the most vulnerable and marginalized members of society.

Ms. Rizvi's work is not limited to the courtroom. She also advocates for policy changes and systemic reforms to address the root causes of legal issues. She believes that by addressing the underlying causes of legal problems, we can create a more just and equitable society for everyone.

Ms. Rizvi's work is a testament to the power of advocacy and the importance of providing justice to all. Her work is a reminder that justice is not just a concept, but a reality that can be achieved through hard work, dedication, and a commitment to the principles of equality and justice.

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With our client, we always strive to provide the best possible legal advice and representation. We understand that legal issues can be complex and overwhelming, but we are here to support you every step of the way. Our team is dedicated to ensuring that you receive the highest level of service and representation possible.

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• Social Media and Digital Outreach

Over the last few months since March, SLACC has achieved significant results through its digital media outreach, particularly via targeted Facebook ads, influencer campaigns, and regular awareness posts on SLACC's social media pages. Social media has emerged as the second largest source by the end of the Fiscal year, it became the largest source of calls during this reporting period, contributing to 18579 (39%) queries generated through these platforms. This outreach has played an important role in promoting SLACC's services, increasing public awareness about legal rights, and connecting individuals with accessible legal support. Through consistent and engaging content, SLACC continues to educate the public and broaden its reach across diverse audiences. Furthermore, we have launched a Social Media Influencer campaign where we are reaching out to influencers with greater impact to promote the SLACC.

Collaboration with Digital Media Channel

Recently, SLACC was featured in a video by the popular YouTube channel Chaltay Phirtey, which boasts over 286,000 subscribers on YouTube and more than 753,000 on Facebook. The video spotlighted SLACC's mission to provide free legal advice across Pakistan, emphasizing its support for marginalized communities in accessing justice. Chaltay Phirtey shared this engaging content across multiple platforms, including YouTube, Facebook, TikTok, and Snack, broadening our reach significantly. The video's impact was evident in the increased number of calls SLACC received, as more individuals were motivated to seek legal assistance from our center.



UrduPoint Visit

On 29th November 2024, the UrduPoint team visited the SLACC office to showcase the innovative and impactful work being done at the center. The feature highlighted various aspects of SLACC's operations, including the functionality of the NAZ Assist chatbot and the dynamic environment of the call center.



The coverage included interviews **with SLACC Program Manager Ms. Rukhsana Parveen** and several esteemed lawyers, providing valuable insights into their contributions and perspectives. This comprehensive portrayal emphasized SLACC's commitment to delivering accessible legal assistance to the public.

GNN Plus Visit

On 4th December 2024, the GNN Plus team visited the SLACC office to spotlight the center's operations and its vibrant call center environment. The segment featured interviews with SLACC Program Manager Rukhsana Parveen and several respected SLACC Agent lawyers, shedding light on their roles and the center's impactful work. This engaging coverage effectively highlighted SLACC's mission to bridge the gap between citizens and the Justice system.



Viral Coverage by Pakistan Ke Sath Boosts SLACC Visibility

In a major visibility milestone, SLACC was featured by the digital media platform Pakistan Kay Sath in May, which produced and shared a compelling video on SLACC's free legal advisory services. The video went viral, receiving over 3.1 million views, 64,000 likes, and 1,100 comments on Facebook alone and 4,000 shares on TikTok. As a direct result of this exposure, SLACC experienced a record-breaking surge in call volume, receiving over 700 calls in a single day, the highest in its operational history. This highlights the power of digital storytelling in expanding public access to legal support.



92 Digital Channel's Coverage

The success of the Pakistan Ke Sath video also generated media interest from other outlets. Notably, on 16 May, 92 News reached out to produce a feature video on SLACC free of cost, recognizing the impact of our services and the growing public interest in accessible legal aid. This presented another valuable opportunity to further amplify SLACC's reach across Pakistan.



Expanding Reach Through Influencer Collaborations

To enhance public awareness of SLACC's free legal advisory services, we launched a targeted social media influencer campaign, partnering with prominent content creators across various platforms. This digital outreach initiative aimed to tap into diverse online communities and increase trust in SLACC's services, particularly among youth and urban populations.

The campaign included a mix of on-site visits to the SLACC office and remotely recorded videos, all of which were uploaded to the influencers' respective platforms. As a result, SLACC experienced a significant spike in calls, with social media emerging as the second-highest source of referrals after SMS, a testament to the campaign's success in driving real-time engagement. Influencer Collaborations Included:

1. *Junaid Akram (Instagram: 800K+ followers, Youtube: 1.23M+ subscribers)*



Featured LAS and SLACC in his popular Q&A segments and shared an Instagram story highlighting the call center

2. *Ali Gul Mallah (Facebook: 3.5M+ followers)*



Visited SLACC, shot a dedicated video, and uploaded it across his social media accounts.

3. *Raza Samo (YouTube: 800k+ subscribers)*



Integrated LAS and SLACC messaging in a powerful video on gender-based violence, including coverage of Sana Yousaf's case.

4. *Mystapaki (Instagram: 233K+ followers)*

Visited SLACC, documented the experience, and posted an awareness video on his Instagram account.

5. *Momcast (Podcast: 60K+ average listens/viewers per episode)*



Featured Rukhsana Parveen (SLACC Program Manager) and Tabassum Aijaz (SLACC Legal Analyst) in a detailed conversation about access to justice.

6. *Uzair Sakrani (Facebook: 352K+ followers)*



Visited SLACC and promoted its services through engaging reels and stories.

7. *Erum Baloch (Instagram: 120K+ followers)*



Created and uploaded an awareness video remotely, contributing to digital engagement.

This campaign not only widened SLACC's digital footprint but also strengthened credibility and relatability through trusted voices in online spaces. It reflects our ongoing efforts to meet communities where they are—online—and ensure that legal help is just a call away.

• SMS Campaigns

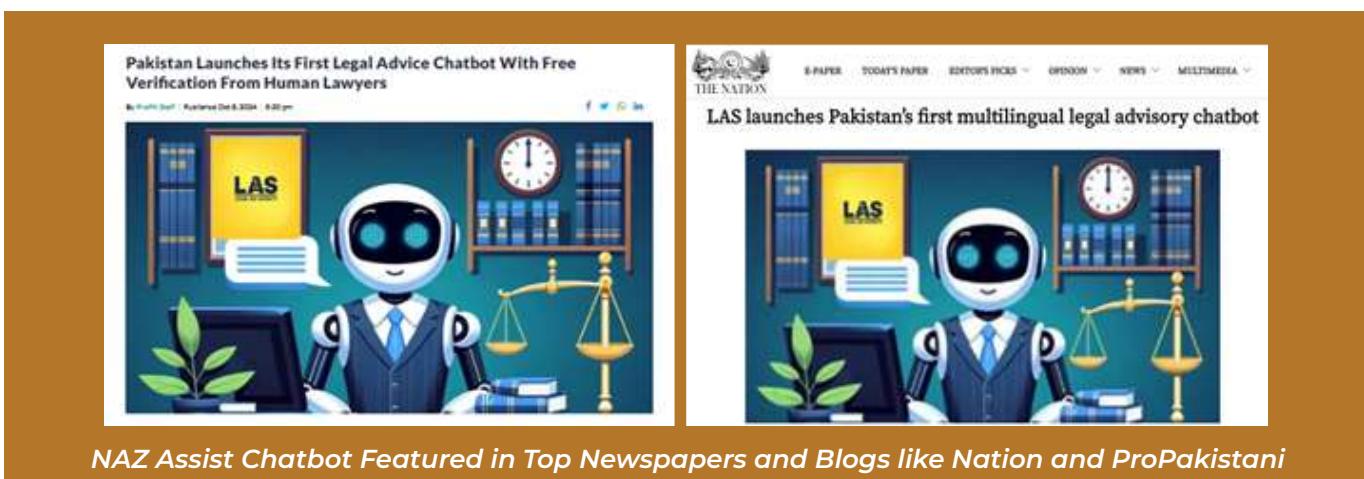
SLACC's SMS campaigns continue to achieve notable success, helping us reach a broad audience, particularly in rural areas where SMS remains a primary communication channel. Since 2023, SLACC has partnered with Ufone to send 1.8 million SMS messages monthly to Ufone users, and during the report period, approximately 10.8 million SMS have been sent, which has consistently resulted in a high volume of calls to our helpline. This sustained engagement through SMS outreach has proven to be one of our most effective strategies for raising awareness and providing accessible legal support across Sindh.

• NAZ Assist Chatbot: Pakistan's First Multilingual Legal Advisory Chatbot



NAZ Assist, Pakistan's first multilingual legal advisory chatbot, launched on the Legal Aid Society's website on July 30th, 2024. Built from SLACC's extensive knowledge base and data gathered over a decade from more than 475,000 calls, NAZ Assist provides 24/7 free legal guidance in Urdu, Sindhi, Pashto, and English. The chatbot offers unique features, including free callbacks from practicing advocates for verification and dedicated litigation support for women facing gender-based violence or inheritance issues.

Since its public launch, NAZ Assist has seen remarkable traction, with over **7000+** users and more than **1120+** callback requests. Internationally, the chatbot has received enthusiastic attention and recognition. At the Singapore Convention, Harvard Law Professor David B. Wilkins highlighted NAZ Assist as an exemplary model of legal innovation in developing countries, with plans to introduce it to Harvard students. Additionally, chatbot has been covered in major newspapers such as ProPakistani, Nation and others.



NAZ Assist Chatbot Featured in Top Newspapers and Blogs like Nation and ProPakistani

- **Inclusion of SLACC Helpline in the NO MORE Global Directory**

The SLACC Helpline has been added to the NO MORE Global Directory, a pioneering international resource that compiles helplines, specialist support services, and resources addressing domestic and sexual violence. This comprehensive directory provides support information for men, women, and nonbinary individuals across nearly every Unrecognized country and territory. SLACC's inclusion amplifies its visibility and reinforces its commitment to providing accessible legal aid and support services on a global platform.

NO MORE
Global Directory

Home Get Help Learn About Contact

685 824

Ministry of Human Rights Emergency Helpline
📱: 1099 or WhatsApp 0333 908 5709
App also available

Balochistan Province Women's Helpline
📱: 1089

Punjab Province: The Punjab Women's Toll-Free Helpline
📱: 1043

Legal Advice Helpline
📱: 1099

Depilex Smile Again
Support for acid attack survivors

Legal Aid Society
📱: 0800 70806
For free legal advice

X

PRESS "ESC" TO QUICK ESCAPE
A new tab will open and this page will redirect to Google.



**SLACC
ENSURES
JUSTICE
FOR
EVERYONE**

9. Objective 3

Ensure Quality and Effective Provision of Legal Advice and Information

What's covered in this objective

- **Capacity Development: Training and Skill Enhancement for Legal Advisors**
- **Key Developments and Innovations**
- **Success Stories: Noteworthy Cases and Impactful Interventions**
 - Legal Victories with SLACC Support
 - Citizen Empowerment via SLACC-SPMS Integration
- **Monitoring and Evaluation Activities**
 - In-House Call Quality Monitoring
 - Annual Feedback Survey (2024-2025)

Capacity Development: Training and Skill Enhancement for Legal Advisors

Sensitivity Training for Supporting Persons with Disabilities

On August 9th, 2024, in collaboration with NOWPDP, a renowned disability rights organization, SLACC conducted a sensitization training for its lawyers. The session aimed to enhance their understanding of the challenges faced by persons with disabilities (PWDs) and equip them with the tools needed to provide better legal support.



The training covered:

1. **Models of Disability:** Understanding various perspectives on disability.
2. **MythBusting:** Debunking common misconceptions surrounding PWDs.
3. **Legal Frameworks:** Overview of laws and policies relevant to disability rights.
4. **Interactive Activities:** Hands-on practice with sign language to improve communication skills.

This comprehensive training has empowered SLACC lawyers to offer more inclusive legal services. As part of this initiative, SLACC lawyers will now attend monthly NOWPDP camps, where they will provide free legal assistance tailored to the needs of PWDs. This effort underscores SLACC's commitment to inclusivity and accessibility for all.

Training on Shared Parenting for SLACC Lawyers

On October 16th, 2024, SLACC organized a virtual training session for its lawyers, led by

Advocate Fahad Ahmad Siddiqi, a High Court lawyer. The session focused on child centered principles under the Family Courts Act, 1964 and the Guardians and Wards Act, 1890, and covered key topics, including:

- 1. Child-Centered Legal Principles:** Focused on the ethical representation of parents, avoiding character assassination, and ensuring that visitation rights and custody arrangements prioritize the child's best interests.
- 2. Natural Justice and Fairness:** Emphasized the application of natural justice principles, ensuring fairness and impartiality in family law proceedings.
- 3. Guardianship vs. Custody:** Clarified the legal distinctions between guardianship and custody, and the different types of custody arrangements available under the law.
- 4. Legal Framework and Remedies:** Provided a chronological guide to the Family Courts Act, 1964 and its Rules, while exploring legal remedies available in Family law cases.
- 5. Supporting Legal and Ethical Basis:** Included insights from relevant case laws, Quranic verses, and Hadiths to reinforce the legal and ethical principles behind shared parenting and child rights.



Advocate Fahad Ahmad Siddiqi delivers Training on Shared Parenting for SLACC Lawyers

This training enhanced SLACC lawyers' understanding of shared parenting issues and equipped them with practical tools to address family law matters effectively.

Training on Emotional Intelligence, Communication, and Conflict Resolution

On September 25, 2024, SLACC lawyers and the program team participated in a transformative training session titled "Collaborate to Elevate", conducted by renowned trainer Muzna Ali. With a mission to help individuals unlock their potential, Muzna has trained over 10,000 individuals and brought her expertise as an NLP Practitioner, Timeline Therapist, and Sales Coach to the session.

The training focused on key areas critical for personal and professional growth:

- 1. Conflict and Communication:** Explored workplace conflict causes and learned practical tools like exercises to understand values and communication style quizzes.
- 2. Cognitive Biases:** Identified biases (e.g., confirmation bias) and their impact on decision making and relationships.
- 3. Emotions Management:** Learned the "5 Chairs 5 Choices" model for managing emotions and responding thoughtfully.
- 4. Team Dynamics:** Enhanced understanding of team roles using MyersBriggs Personality Types and fostered a growth mindset.



SLACC lawyers and program team members walked away with enhanced interpersonal skills, improved emotional intelligence, and practical strategies for conflict resolution and effective communication. This training underscored SLACC's commitment to continuous learning and equipping its team with the skills necessary to navigate complex legal and organizational scenarios with empathy and professionalism.

Empowering Legal Excellence: Advocate Parveen Khurram's Participation in Advocacy Training

Our SLACC Lawyer, Advocate Parveen Khurram recently participated in the Two-Day Advocacy Training Program organized by the Sindh High Court Bar Association (Batch 01) from 02-03 December 2024. The program covered essential topics such as skills for lawyers in Civil trials, emerging legal issues, technology in trials, and many such important topics.



Advocate Parveen Khurram Receives Participation Certificate for Participating in Two-Day Advocacy Training Program organized by the Sindh High Court Bar Association

Tax Law Training Sessions for SLACC Lawyers

Three training sessions on tax laws were conducted for SLACC lawyers by Advocate Faheem Shah to enhance their understanding of Pakistan's tax system. The first session covered an introduction to tax laws, types of taxes, recent amendments, and the differences between federal and provincial tax systems, including the roles of the Federal Board of Revenue

(FBR) and Sindh Board of Revenue (SBR), along with details of tax collection authorities. The second session focused on a deeper understanding of the types of taxes and the roles and jurisdictions of federal and provincial tax collection bodies. The third session addressed the procedural aspects of taxation, including the process of return filing, key sections of the Income Tax Ordinance, 2001 (ITO 2001), and an overview of sales tax. These sessions equipped the legal team with the foundational and practical knowledge necessary to respond to tax-related queries more effectively.



Advocate Faheem Shah is delivering a session on tax laws to SLACC Lawyers on 25th February.

Disability Awareness Session by NOWPDP: Understanding Rights, Barriers, and Legal Frameworks

In April, an awareness session on disability was conducted for SLACC lawyers by Masfa Ghazi, Associate at Rehnumai, a program of NOWPDP. The session focused on explaining the concept and definition of disability in both the Pakistan and United Nations contexts, highlighting the importance of recognizing the dignity and rights of persons with disabilities. It also addressed the environmental and attitudinal barriers that hinder the full inclusion of persons with disabilities in society. The session included a discussion on existing disability laws in Pakistan and featured an interactive activity conducted twice during the session to reinforce learning. This session aimed to build sensitivity and understanding among legal advisors to better support individuals with disabilities in their legal queries.



NOWPDP Associate Masfa Ghazi is delivering session on disability rights to SLACC Lawyers on 30th April 2025.

Training on Corporate Laws by Advocate Faheem Shah

A comprehensive training session on Corporate Laws was conducted by Advocate Faheem Shah for SLACC lawyers, aimed at enhancing their understanding of business structures and legal frameworks in Pakistan. The session covered the various forms of business organizations, including Sole Proprietorship and Partnership, and provided detailed insights into the Limited Liability Partnership Act, 2017 and the Partnership Act. Key aspects of company formation and regulation under the Companies Act were also discussed, along with the role and functions of the Securities and Exchange Commission of Pakistan (SECP) under the SECP Act. The training equipped legal advisors with essential knowledge to guide individuals on corporate legal matters more effectively.



Advocate Faheem Shah is delivering session on Corporate Laws to SLACC Lawyers on 26th May 2025

Success Stories: Noteworthy Cases and Impactful Interventions

• Legal Victories with SLACC Support

These stories highlight how SLACC's timely legal guidance and support have empowered callers to navigate complex legal challenges and achieve successful resolutions, showcasing the impactful role of our team in ensuring access to Justice.

Following two cases were successfully guided by Advocate Huma



1. Resolving Builder Dispute Through Mediation

Legal Matter: In 2023, the Caller purchased a flat under construction from a builder, paying Rs. 29 lacs. The builder delayed construction, demanded extra charges, and refused possession. The Caller, already suffering while living in a rented house, sought legal remedies.

Legal Advice: The Caller was guided to resolve the matter through mediation under Sections 89A and 89B CPC. He was advised to draft a compromise deed addressing the reduced charges, a fixed timeline for construction, and future financial conditions to avoid disputes. Following the guidance, the Caller submitted the deed before the Provincial Ombudsman, Sindh.

2. Minor's Custody Granted

Legal Matter: The Caller sought custody of his minor son after his wife remarried and filed for custody in the family court while concealing her second marriage. The Family Court ruled in her favor, and the Appellate Court upheld the decision. The Caller, concerned about his son being in an unfavorable environment, filed an appeal in the High Court.

Legal Advice: The Caller was guided to pursue the case through legal channels, and Advocate Huma provided key legal citations in favor of fathers in custody matters: 2018 SCMR 590, 2018 YLR 649, and 2018 MLD 591. Acting on this advice, the Caller presented the citations in court, which led to the High Court granting him custody. The Caller confirmed that his son was saved from a deteriorating environment and expressed gratitude for SLACC's support.

Guidance Provided by Advocate Murtaza Ahmed



1. Property Dispute Resolved in Court

Legal Matter: After a DC order favored the caller in a property case, the opposing party filed multiple cases with the same cause of action.

Legal Advice: The caller was advised to file written statements (WS) highlighting prior rulings and referencing Section 10 CPC. The court ordered the withdrawal of the duplicate suits, affirming the DC's order.

2. Revival of Dormant Corruption Case

Legal Matter: A four-year-old anti-corruption complaint remained stagnant due to departmental refusal to present it to ACC2.

Legal Advice: The caller was advised to approach the Chief Secretary. This led to an FIR under multiple PPC sections. Further legal action was initiated, including adding an accused to the challan, strengthening the case and enabling bail cancellation proceedings.

- **Illegal Possession Reversed**

Guidance Provided by Advocate Parveen Khurram Sheikh



Legal Matter: The caller's property was illegally occupied.

Legal Advice: SLACC advised filing a complaint under the Illegal Dispossession Act, 2005. The caller later reported successful resolution and expressed appreciation for SLACC's services, which they deemed essential for the underprivileged.

Following SLACC cases were successfully guided by Advocate Faheem Ahmed



1. Divorce Confirmation Obtained

Legal Matter: The caller's husband denied a triple talaq issued across multiple years. She wished to finalize the separation.

Legal Advice: SLACC advised obtaining a Fatwa and applying for a divorce confirmation letter from the Union Council. The matter was resolved and the letter was issued.

2. Successful Claim for Maintenance and Dower

Legal Matter: The caller, an old caller, pursued a family case for maintenance and dower.

Legal Advice: SLACC supported her at each legal stage. On February 22, 2025, the Family Court decreed in her favor. She later sought further advice regarding omitted property from the decree.

- **Citizen Empowerment via SLACC-SPMS Integration**

These stories showcase the positive outcomes achieved through SLACC's integration with the Chief Secretary's Office via the Sindh Performance Management System (SPMS). By addressing public service delivery complaints, SLACC lawyers have guided callers to resolve their issues effectively, ensuring timely redressal and improved access to essential services.

Following SPMS cases were successfully guided by Advocate Sher Hussain



1. Inheritance Land Transferred

Legal Matter: The Caller's wife won a Court case for her share in her deceased father's inheritance, but the Revenue Department delayed transferring the property, demanding bribes.

Legal Advice: The Caller was instructed to submit a complaint to the Chief Secretary Sindh via the SPMS portal, facilitated by SLACC. By October 2024, the land was transferred to the rightful owner, and the Caller expressed gratitude for the support.

2. Notice Issued After Citizen's Demand for Village School

Legal Matter: A caller requested the establishment of a government school in his village but faced inaction from the concerned education department.

Legal Advice: SLACC advised escalating to the Chief Secretary via SPMS. A notice from the DEO Mirpurkhas followed in January 2025, showing SLACC's effective advocacy in education rights.

Following SPMS cases were successfully guided by Advocate Faheem



1. Retired Employee's Dues Released

Legal Matter: Dr. Dileep called on behalf of his wife, Dr. Janki Bai, a retired government employee from the Population Welfare Department. Since her retirement in 2020, her dues were withheld, and staff demanded bribes to release the payment.

Legal Advice: The Caller was advised to lodge a complaint with the Chief Secretary of Sindh via the SPMS portal. The SLACC team facilitated the process. By April 2024, notices were sent to the relevant department, and by October 2024, the case was resolved, and all dues were released.

2. Reimbursement Bill Cleared

Legal Matter: Mr. Y, retired from Sindh Police, had been pursuing reimbursement of a bill worth Rs. 57,000 for 1.5 years. He faced repeated denials and was barred from entering the IG office.

Legal Advice: The Caller was guided to submit a complaint to the Chief Secretary of Sindh through the SPMS portal. By May 2024, the issue was escalated, and the Chief Secretary's Cell ensured a letter was sent to the IG. The Caller confirmed the matter was resolved by October 2024.



Monitoring and Evaluation Activities

i. In-House Call Quality Monitoring

SLACC ensures quality assurance through regular monitoring of legal advice calls. Ms. Tabassum, the Legal Analyst, with the support of Ms. Nida, Outreach and Quality Assurance Assistant, routinely reviews call recordings of legal advisors and provides instant feedback for improvement. In addition to ongoing monitoring, both Ms. Tabassum and Ms. Nida conduct quarterly evaluations of selected calls under the Monitoring, Reporting, Evaluation, and Learning (MREL) framework.

Nida evaluates the first section of the assessment tool, which focuses on adherence to SLACC Standard Operating Procedures (SoPs), while Tabassum assesses the second section, which evaluates the quality of legal advice provided to callers.

ii. Annual Feedback Survey (2024-2025)

Since 2019, SLACC has conducted an Annual Feedback Survey (AFS) with the primary objective of assessing the quality of its services and internal processes by gauging callers' satisfaction with their experiences. This exercise has served as an essential tool to evaluate the effectiveness of the call center, enabling the organization to make data-driven improvements that enhance service delivery and caller experience.

For the year 2024–2025, the seventh cycle of the AFS was carried out through a survey targeting a selected sample of beneficiaries who contacted SLACC's call center between 1st July 2024 and 30th April 2025 (10-month period). This sample was randomly selected from the database and participants were approached to share their feedback on the services they received.

a. Methodology

In previous years, the survey was conducted annually, which often resulted in respondents forgetting details of their experiences due to the time gap between their interaction with SLACC and the feedback collection. This affected both the response rate and the accuracy of the data collected. To address this limitation and to ensure the timely capture of relevant information, the 2024–2025 survey was conducted in two distinct phases, thereby reducing recall bias and increasing the likelihood of accurate responses. Furthermore, a dedicated team of enumerators was engaged under the direct supervision of the LAS Monitoring, Research, Evaluation, and Learning (MREL) team to implement the survey. This strategic step was taken to ensure the collection of transparent, reliable, and high-quality data. The enumerators were specifically trained to maintain neutrality and consistency throughout the data collection process, thereby enhancing the overall credibility of the survey findings.

Phase	Data timeline	Survey administration timeline	Total queries	Total callers	Survey Respondents
Phase 1	1st Jul 2024 - 31st Dec 2024	Jan-Feb 2025	22,037	10,231	234
Phase 2	1st Jan 2025 - 30th Apr 2025	May-Jun 2025	13,462	5922	458
Total			35,499	16,153	693

Table 1: Phase-wise breakdown of the sample and respondents

While the initial dataset for these 10 months (both phases) consisted of **35,499** queries in total (**16,153 callers**), for evaluation purposes, only relevant queries pertaining to Civil, Criminal, and Public Service Matters categories were selected and the General Information (GI) category of queries was eliminated overall. Moreover, due to ethical concerns involved in reaching out to callers with Sexual and Gender Based Violence (SGBV), queries tagged under this category were removed as well from the total population. Based on these revised number of queries (**21,513**), unique registered caller identification numbers were obtained against the total number of queries, leading to a sampling frame of **10,730** callers.

Following is the demographic breakdown of these callers that were treated as population data for this evaluation:

- **Province:** The vast majority of calls were received from Sindh (84%), followed by Punjab (12%). Calls received from Balochistan, Khyber Pakhtunkhwa and Azad Kashmir and 1% calls were international calls (Other).
- **District:** A district-wise comparison within Sindh revealed that most of the calls were received from Karachi (58%) and the remaining (42%) were from other districts of Sindh.

Province-wise Breakdown

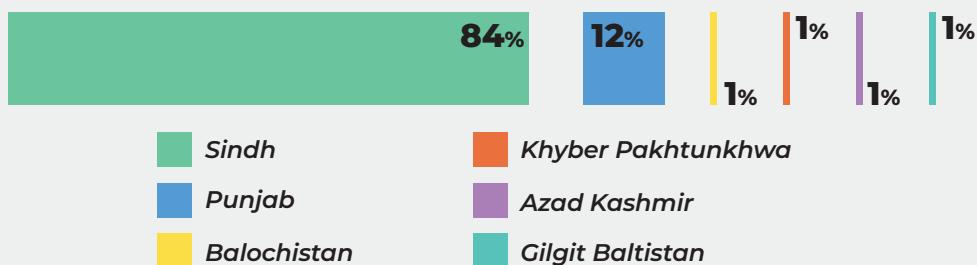


Figure 1: Province-wise breakdown of callers from July 2024-April 2025

Percentage of Callers from Karachi vs Rest of Sindh

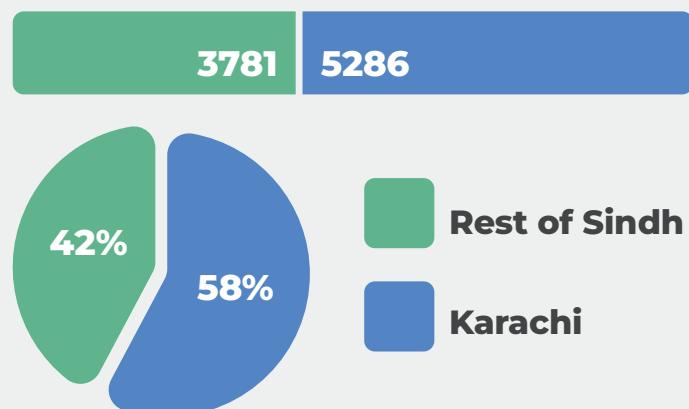


Figure 2: Number of callers from Karachi versus other districts of Sindh

Gender: 79% callers were male, while 20% were females and 1% were transgenders.

Age: The highest number of calls (32%) were made by the people in the age group 26-35, followed by the age group 36-45 (26%), while the least number of calls (1%) were made by people either less than 18 years of age or above 75.

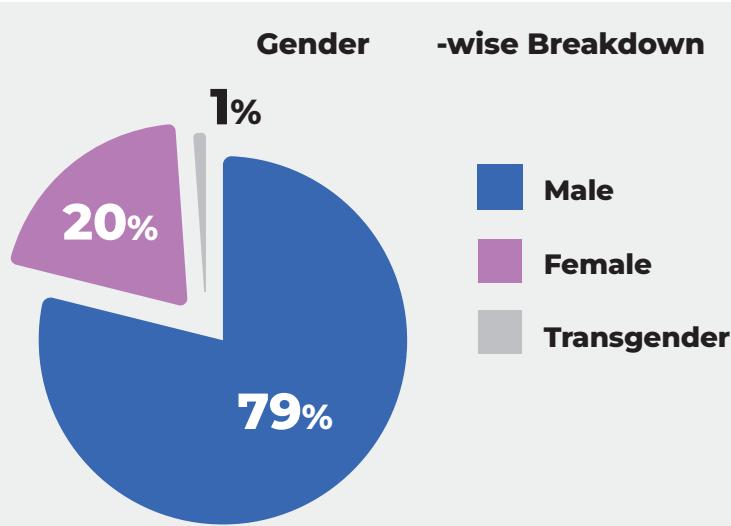


Figure 3: Gender-wise breakdown of callers from July 2024 - April 2025

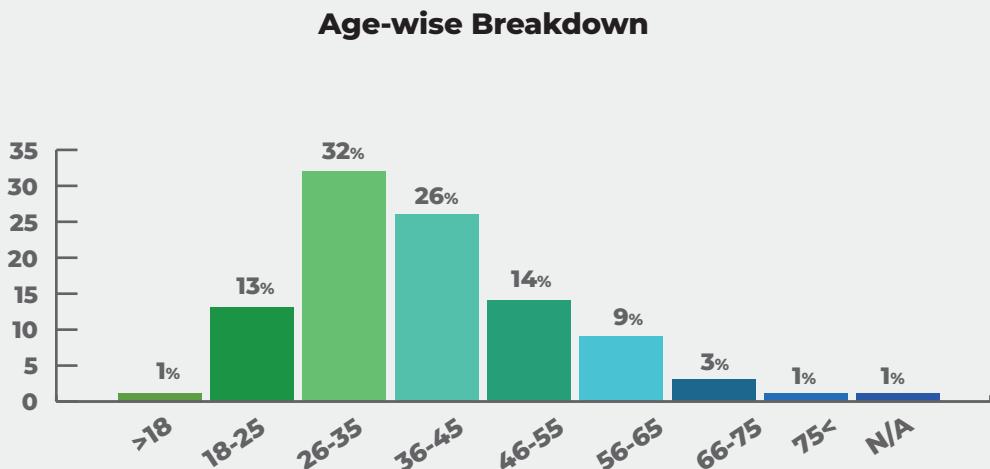


Figure 4: Age-wise breakdown of callers from July 2024 - April 2025

b. Sampling Strategy

Out of the 10,730 unique callers (including both phases), stratified sampling technique was used to allow for a representative sample to be selected at various levels of relevance and interest. This included gender, age, call center advocate, province and district.

However, keeping in consideration the feasibility of this evaluation, only two strata were incorporated during sampling that were deemed most relevant i.e., Gender and Province. Following the randomization process, the target sample of 513 calls was calculated on Stata, keeping Margin of Error (MoE) at 10% with a 95% Confidence Interval (CI).

Lastly, keeping in consideration a potentially lower response rate over the telephone, a buffer sample was also selected and added to the initially calculated sample size (approximately 2x where the data was available), leading to a total sample of 1363 callers.

Province	Female	Male	Transgender	Total Sample required	Sample with buffer
Azad Kashmir	5	21	0	26	30
Balochista	11	58	0	69	156
KPK	15	51	0	66	121
Punjab	72	89	1	162	486
Sindh	92	95	3	190	576
Total	195	314	4	513	1363

Table 2: Sample selected for the evaluation

Sample Required	513
Sample Achieved (both phases)	693 (235+458)

Table 3: Final sample required and achieved

While the required sample was 513, which was calculated scientifically in order for the results to be generalizable, the achieved sample was 693 (135% of the required sample). Out of this, 235 was achieved in Phase 1 and 458 was achieved in Phase 2.

c. Survey Instrument

The survey instrument that was developed for this evaluation was a quantitative questionnaire (Annexure A) and consisted of seven sections i.e., Pre-Survey Information, Survey Introduction, Received Legal Advice, Survey Administration, Real-time Mitigation, Survey Conclusion and Post-Survey Questions.

The following fundamental aspects related to SLACC are used for reporting purposes in the Key Findings:

1. Timeliness of legal advice
2. Relevance and practicality of legal advice
3. Demeanor of SLACC advocate
4. Adherence to ethical guidelines
5. Recommendation/referral for SLACC
6. Overall satisfaction with SLACC

d. Data Collection

The data collection methodology for this evaluation entailed telephonic calls made to all beneficiaries that were selected as part of the sample. The calls continued up until the sample target was achieved. These calls were made using the contact information readily available in the Customer Relationship Management (CRM) database. The data collection enumerators were provided with the sample data, entailing all requisite metrics as were required to administer the calls, primarily the Caller IDs (CIDs) and all associated Query IDs (QIDs) i.e., all queries that had been generated against the specific callers' records over the past year. The objective of providing the data regarding all queries to the data collection team was to ensure that the callers responded based on their overall experience with SLACC rather than just a specific case or query in question.

e. Data Collection

The evaluation was conducted over a period of approximately 14 working weeks (covering both phases). Of this, 4 weeks were allocated to data collection, while data analysis and report writing spanned 3 weeks, as outlined in the timeline below:

Dec 2024				
Mon	Tues	Wed	Thurs	Fri
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

May 2024				
Mon	Tues	Wed	Thurs	Fri
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

Jan 2025				
Mon	Tues	Wed	Thurs	Fri
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

Jun 2025				
Mon	Tues	Wed	Thurs	Fri
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30				

	Development of survey tool, related SOPs and data reporting template
	Onboarding and orientation of enumerators
	Pilot data collection
	Reflection session with enumerators
	Revision of survey tool, related SOPs and data reporting template
	Allocation of sample, data collection and continuous monitoring
	Data Analysis
	Reporting of results and finding

Figure 5: Timeline for AFS 2025

f. Quality Assurance

1. Vetting, review and translation of the data collection instrument: The first draft of the data collection instrument that was developed by the MREL team went through multiple rounds of review before the finalization and roll out.

Furthermore, while the original instrument was designed in English, it was also translated into local (Urdu) language, keeping in consideration the diverse demographics and hence linguistic capabilities of the beneficiaries and also to ensure consistency in administration of the tool.

2. Development of Standard Operating Procedures (SOPs): Extensive Standard Operating Procedures (SOPs) were devised to outline the clear guidelines that needed to be followed by the enumerators with regards to data collection specifically pertaining to initial screening process, handling and catering to various calls and responses, documenting accurate and complete data, and adhering to ethical considerations such as confidentiality and informed consent. Clear instructions on the frequency and number of call attempts along with criteria for marking completion status of surveys were also mentioned to ensure consistency, accuracy, and efficiency throughout the evaluation process.

3. Selection and training of enumerators: The strategy and selection of enumerators was different in both phases. In phase 1, the internal resources were utilized and enumerators

were selected from the MREL team, as well field officers from other programs of LAS administered the surveys.

In Phase 2, due to unavailability of internal human resource, five external enumerators were hired to conduct the surveys.. The MREL team collaborated with the Human Resources (HR) team to disseminate the advertisement for the position and conduct two rounds of interviews before finally selecting the enumerators. This mix and match approach based on technical knowledge, expertise and skill set of the teams ensured greater transparency in processes and consequently enabled minimal bias in results.

Once the survey instrument was finalized and SOPs were developed, comprehensive orientation sessions including pilot sessions were conducted with all selected enumerators to guide through the tool and protocols, to ensure uniformity in understanding and clarify any queries prior to commencement of the data collection.

4. Removal of Sexual and Gender-Based Violence (SGBV)-related queries: Given the sensitive nature of the SGBV queries, these were removed before the final sample was allocated to the enumerators. This made sure that we do not reach out to people, especially women, who had called in desperate circumstances and calling them for feedback would further exacerbate their position. This is in line with a do-no-harm approach at LAS to ensure safety of the SGBV victims and survivors.

5. Continuous monitoring of data: The MREL team ensured continuous review and active monitoring of the data as updated by the enumerators on the data sheet provided as they proceeded with the calls. The data was also regularly cleaned i.e., checked for missing and incorrect data, duplication of entry etc., and rectified simultaneously after cross-verification with the enumerators. The MREL team also conducted spot checks during the data collection process by observing live survey calls in real time. This quality assurance measure was implemented to ensure adherence to protocols, maintain data accuracy, and provide on-the-spot feedback to enumerators where necessary.

An evaluation tracker was also developed in the form of an online Excel document in accordance with the activities and timeline of the evaluation and was updated on a weekly basis to update regular progress, enhance transparency and keep track of any delays or gaps.

6. Piloting and incorporating learnings: Before initiating the actual data collection, a pilot data collection phase was also conducted with a pilot sample randomly selected in both phases. This was done to foresee and plan for any potential challenges that could arise, particularly with regards to the instrument, data entry template and response rate issues. Following the pilot phase, a reflection session was also held with the enumerators in order to discuss the key insights and incorporate subsequent learnings in final data collection.

7. Data ethics and protection: Considering that we hired external enumerators for data collection in phase 2, it was crucial to ensure that the data is safe and protected and the confidentiality is maintained. Therefore, the contracts of the enumerators had a confidentiality clause. The orientation of the enumerators also thoroughly highlighted the importance of data management and protection policy. Clear instructions on the consequences of data misuse or circulation was covered. Moreover, separate office laptops, official email addresses and PTCL (landline) numbers were allocated to each enumerator. The access of the data files and reporting templates were only provided to the official email addresses that could be accessed only through office laptops so it was ensured that the files are not accessed through personal email addresses. Moreover, the enumerators were only allowed to conduct calls through the office PTCL numbers and not their personal numbers. MREL and Information Technology (IT) team collaboration ensured that this initiative was efficiently implemented.

iii. Key Findings

Out of the 1363 callers that formed part of the overall sample in both phases (including buffer), surveys were completed with 693 callers, based on their consent and availability to participate. Their surveys were taken forward as data points for analytical and reporting purposes.

The demographic breakdown of the respondents that formed part of the evaluation sample was in accordance with their respective representation in the population at various levels as well:

- Majority of the respondents were from Sindh (61%), followed by Punjab (27%). The least number of respondents belonged to Azad Kashmir (1%).
- 67% of the respondents were male, while 32% were females and 1% were transgenders.
- The highest number of respondents (35%) were from the age group 26-35, followed by the age group 36-45 (28%), while the least number of respondents were of age groups 18 and below (1%), 66-75 (2%) and above 75 (1%).

Province-wise Breakdown

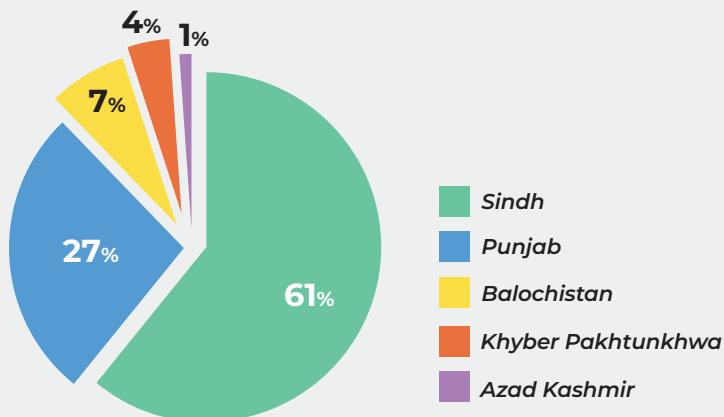


Figure7: Province-wise breakdown of respondents

Gender-wise Breakdown

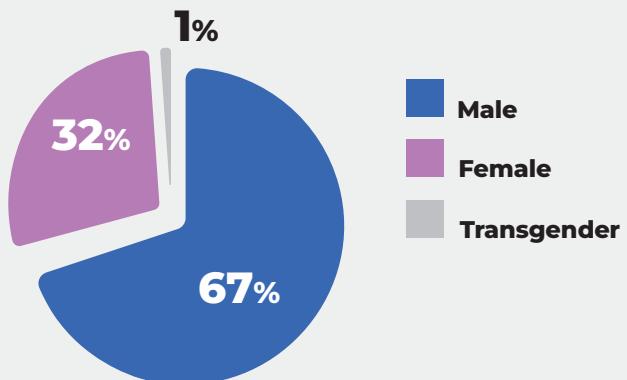


Figure8: Gender-wise breakdown of respondents

Age-wise Breakdown

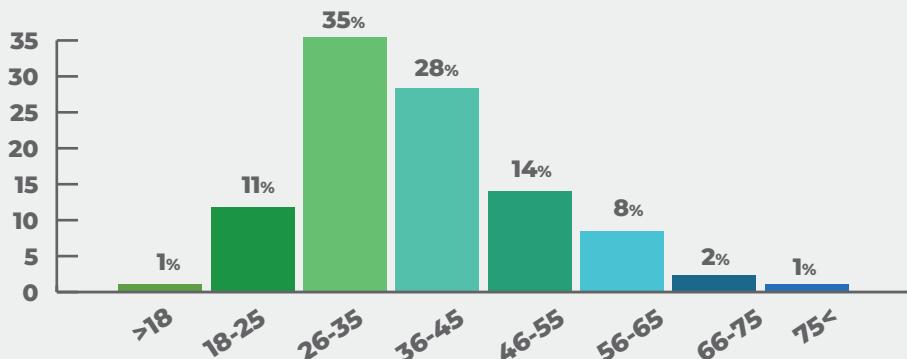


Figure 9: Age-wise breakdown of respondents

Among those respondents who shared their occupation status, the majority (12%) work in domestic roles such as housemakers or are involved in sewing and selling clothes. The next majority groups are manual laborers, are involved in business and sales, belong to other areas such as private employees or daily wage earners, or are unemployed/students, each comprising 11% of the population. The least representation (1%) came from industries like finance, freelance/creative, journalism, law, real estate technology/IT etc. This breakdown can be found below:

Sector	Industry	% of Respondents
Primary	Agriculture	4%
Secondary	Manual Work and Skilled Trades	11%
	Business and Sales	11%
	Civil Society (NGO)	1%
	Domestic Work	12%
Tertiary	Education	5%
	Finance	1%
	Freelance & Creative Services	1%
	Government	4%
	Healthcare	2%
	Journalism	1%
	Law	1%
	Real Estate	1%
	Security	1%
	Service (Hotel/Event Management)	1%
	Technology and IT	1%
	Transport/Travel	1%
	Other	11%
Miscellaneous	Unemployed/Student	11%
	N/A	16%
	Retired	3%

Figure 10: Occupation-wise breakdown of respondents

As a pre-screening question, the callers were also asked to share where they had heard about SLACC; the majority of the callers (43%) had learned about it through Web/Social Media, including SLACC Chatbot, followed by SMS (36%). This breakdown can be found below:

Source of Referral to SLACC	% of Respondents
LAS Awareness Sessions/Clinics/Training	1%
Magazine/Newspaper	2%
SMS	36%
TV/Cable	2%
Vehicle Poster/Rickshaw Campaign	1%
Wall Poster/Brochure	2%
Web/Social Media	43%
Word of mouth (friends/relatives)	9%
N/A	2%
Other	2%

Figure 11: Source of referral-wise breakdown of respondents

The results and findings from the evaluation have been reported below, categorized based on various aspects of their experience with SLACC in the past. While the survey was conducted and completed with 693 callers, 18 (3%) shared that they did not receive any legal advice, which could be due to the connection being dropped midway, or the advocate asking them to wait but never called back. These respondents were not asked further questions because they were not applicable to them as they did not receive any advice from our advocates. Thus, the following analysis is conducted for **675 respondents**.

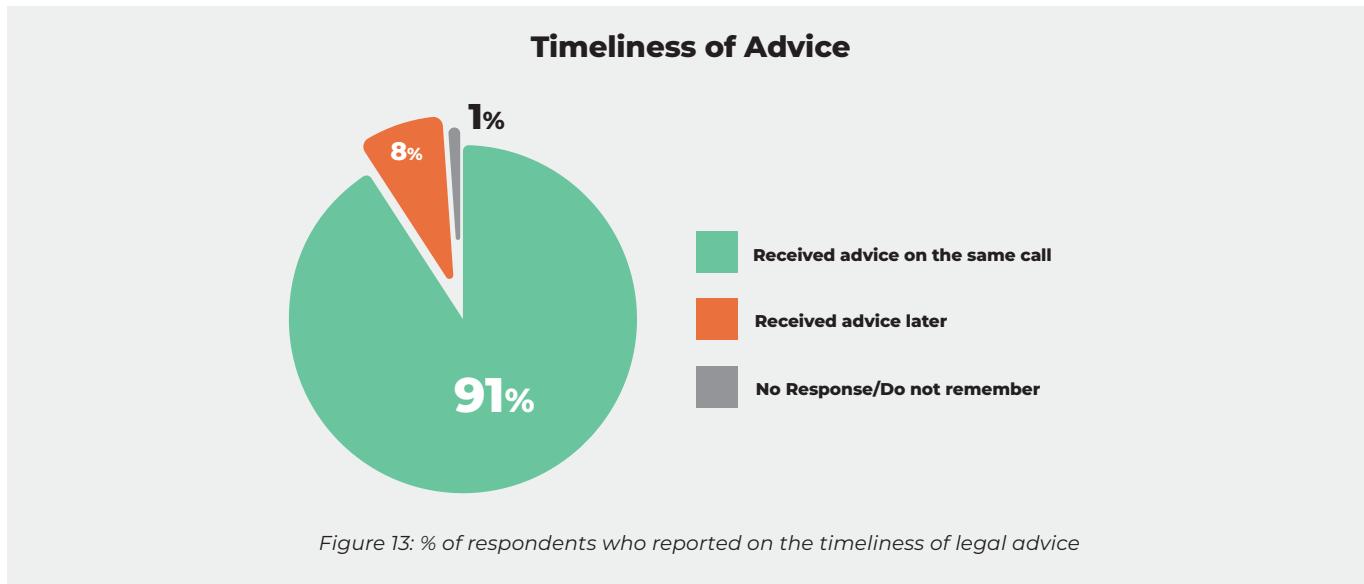


Figure 12: % of respondents who received legal advice

a. Timeliness of legal advice

Out of the 675 respondents who were asked to feedback on the timeliness of legal advice received.

- The majority of respondents (91%, 612) indicated that they received advice during the same call.
- Another 8% (56 respondents) reported not receiving immediate advice on the same call; instead, they were instructed/asked to wait and received advice later.
- The remaining 1% (7 respondents) did not respond to this question.



Out of the 56 respondents who reported receiving advice later:

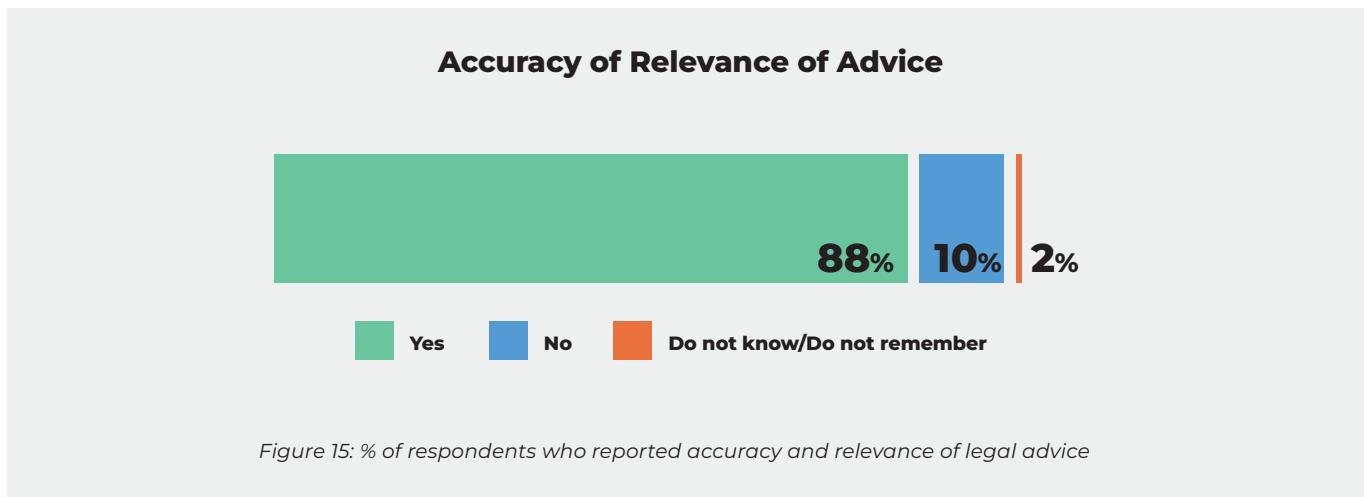
- The majority of respondents (71%, 40) indicated that they received advice after a day or two.
- 11% (6 respondents) shared that they received advice within a week.
- Another 9% (5 respondents) shared that they received advice within a month.
- 2% (1 respondent) shared that they received advice after a year (any other).
- The remaining 7% (4 respondents) did not respond to this question.



b. Accuracy and Relevance of Legal Advice

Out of the 675 respondents who were asked to provide feedback pertaining to the accuracy and relevance of legal advice provided (based on their understanding and perception):

- The majority of respondents (88%, 597) believed that the legal advice that had been provided by the SLACC advocate was accurate and also relevant to their matter.
- On the other hand, 10% (67 respondents) shared that they did not believe the legal advice to have been accurate or relevant to their case.
- The remaining 2% (11 respondents) did not respond to this question.



- Following are the reasons as were reported by 67 respondents (10%) for the legal advice not being accurate or relevant to their case/query:
 - **Limited/incomplete advice (39%, 26 respondents):** Many respondents expressed dissatisfaction with the legal advice they received, describing it as insufficient, unclear, or not tailored to their specific situations. Some stated the advocates failed to provide proper guidance, offered outdated or irrelevant advice, or gave contradictory information. Several respondents mentioned that advice lacked detail or practical solutions, leaving them confused or compelled to seek help elsewhere.
 - **Advice incomprehensible by the respondent (10%, 7 respondents):** Some respondents shared that the legal advice provided was difficult to understand due to language barriers such as needing advice in Siraiki/Balochi but receiving in Urdu, complex legal terms, or lack of clarity. In certain cases, the lawyer assumed prior legal knowledge, making it harder for the caller to comprehend the guidance. As a result, the respondents felt confused or unsupported.
 - **Lack of advocate's knowledge (9%, 6 respondents):** Several respondents reported that the advocate did not fully understand their case or the relevant laws. In some instances, the advocates were unfamiliar with the technical aspects or solutions required and were unable to direct clients to the appropriate department. This lack of knowledge led to insufficient or ineffective advice for the clients.
 - **Advocate's attitude/behavior (4%, 3 respondents):** A few respondents expressed dissatisfaction with the advocate's attitude, describing them as disinterested, dismissive, or unwilling to engage meaningfully. This behavior made the respondents feel unheard and discouraged from seeking further support.

- **Different provinces (5%, 3 respondents):** Respondents from provinces outside Sindh reported receiving advice that was either not applicable to their region or being told the service could not assist them due to jurisdictional boundaries. This left them feeling unsupported and unclear on how to proceed.
- **No legal aid provided (9%, 6 respondents):** Several respondents reported that although they sought practical legal assistance or representation, they only received verbal advice or were denied formal legal support. Some felt the advocates or agents did not guide them on how to access legal aid or help with filing cases, leaving their core needs for direct legal assistance unmet.
- **External factors (12%, 8 respondents):** Some respondents were unable to act on the legal advice due to factors beyond their control, such as financial limitations, unresponsive institutions, or context-specific challenges like regional customs. Others were redirected to external departments or court processes, which they felt were impractical or ineffective in resolving their issues.
- **No response (12%, 8 respondents):** The remaining did not respond to this question.

Out of the 695 respondents who were asked if they had followed the legal advice that had been provided:

- The majority (71%, 481) shared that they had successfully followed the legal advice.
- However, 27% (184 respondents) shared that they were unable to follow the advice.
- The remaining 2% (10 respondents) did not respond to this question.



- Following are the reasons that were reported by the 27% (184) respondents mentioned above, who reported that they could not follow the advice:
- **Internal reasons (22%, 40 respondents):** Some respondents expressed dissatisfaction or confusion regarding the advice provided. They felt it was either too generic, incomplete, not tailored to their situation, or delivered in a way they couldn't understand. Others highlighted the need for more detailed, step-by-step guidance, language accessibility, or continuous support to properly act on the advice.

- **Required legal aid (4%, 8 respondents):** Several respondents emphasized their need for direct legal assistance rather than just advice. They sought a lawyer to represent them, help with documentation, or provide practical support in court. Some expressed frustration over not receiving promised legal aid or being unable to afford private representation.
- **External reasons (32%, 59 respondents):** Some respondents stated they could not follow the advice due to factors beyond SLACC's control, such as lack of financial resources, challenges in traveling or accessing institutions, lack of required documentation, social vulnerabilities (e.g., disability, gender identity), and mistrust or fear of public institutions like the police or courts. Many noted that while the advice was sound, they lacked the means to act on it.
- **Personal reasons (18%, 32 respondents):** Several respondents mentioned personal, emotional, or familial constraints that prevented them from acting on the legal advice. These included time limitations, family tensions, health issues, insecurity, fear of backlash, and lack of autonomy, especially among women and transgenders, making it difficult to proceed with legal processes.
- **Pursued other ways/mediation (5%, 10 respondents):** Some respondents chose alternative routes instead of following SLACC's legal advice. This included hiring private lawyers, engaging in mediation or reconciliation, leveraging personal contacts, or resolving issues independently based on their own understanding or newly obtained evidence.
- **Issue resolved itself (5%, 9 respondents):** Some respondents shared that their issues were resolved independently, often through family discussions or mutual agreements, making further legal action or follow-up unnecessary.
- **Called for information (2%, 4 respondents):** Some respondents shared that they contacted SLACC to clarify specific legal points or obtain basic information, rather than to seek detailed advice or case support.
- **Time needed to implement (4%, 8 respondents):** Some respondents indicated that they had not yet acted on the legal advice but intended to do so when circumstances allowed. Reasons included needing more time to prepare, personal conditions, or waiting for related matters to settle before proceeding.
- **No response (8%, 14 respondents):** The remaining did not respond to this question.

Out of the 675 respondents who were asked about the status of their issue(s) resolution:

- 34% (227 respondents) shared that all their matters had been resolved.
- Majority of the respondents (41%, 277) shared that none of their matters had been resolved yet.
- 4% (33) respondents reported that only some of their matters had been resolved, while others were still pending.
- For 20% of the respondents (137), all matters were in the process of being resolved.
- 1% (1) respondent did not provide any response to this question.

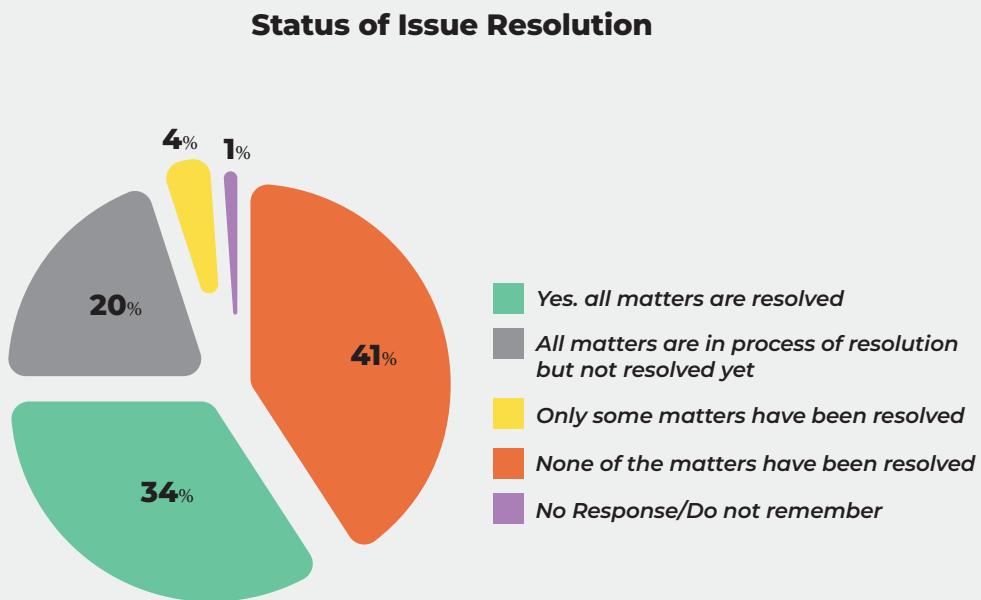


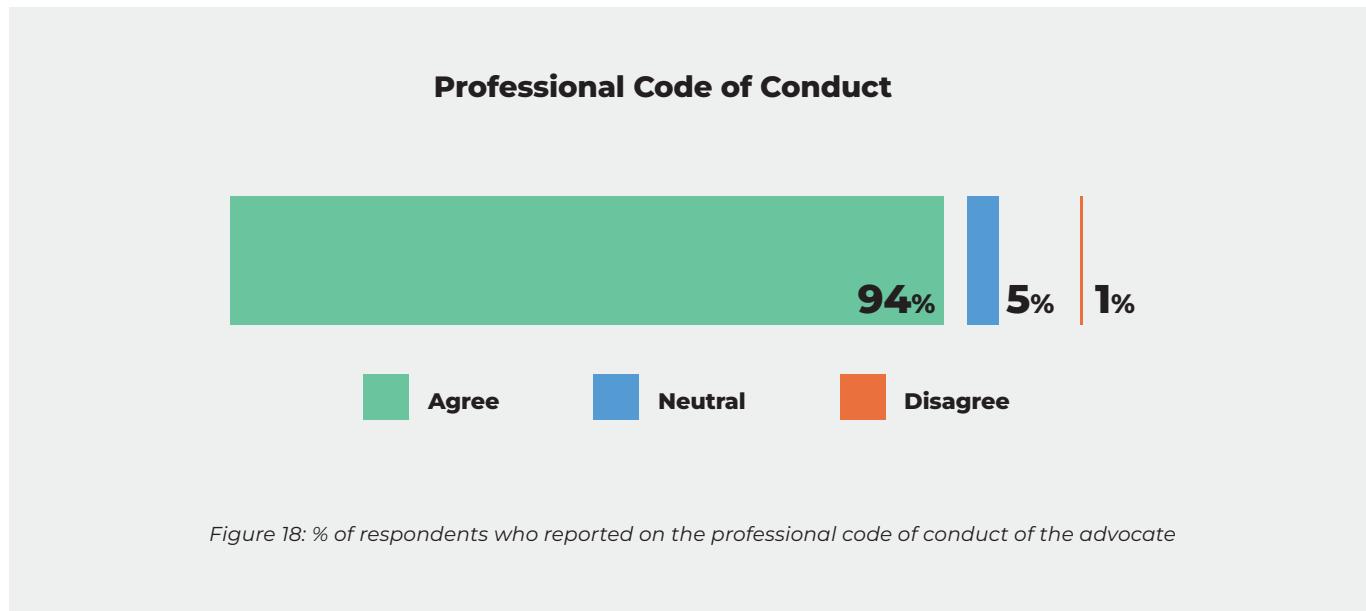
Figure 17: % of respondents who reported on the status of the resolution of their issues

- Out of the 447 respondents whose matters had either not been resolved at all (41%, 277 respondents), only some matters have been resolved (4%, 33 respondents) and the ones that are in the process of resolution but not resolved yet (20%, 137 respondents), they reported the following reasons for the non-resolution:
 - External reasons (56%, 248 respondents):** Many respondents shared that they were unable to follow or act upon the legal advice due to external constraints beyond SLACC's or their control. These constraints included delayed court processes, financial limitations, lack of departmental cooperation, legal system complexity, corruption, and personal/family circumstances.
 - Internal reasons (3%, 14 respondents):** Respondents said they couldn't act on the advice due to unclear instructions, poor lawyer attitude, or conflicting guidance. Some were still waiting for promised follow-up, while others felt their case wasn't taken seriously, leading to confusion or inaction.
 - Did not follow advice/pursue case (4%, 18 respondents):** A number of respondents stated that they did not act on the advice provided or did not pursue their case. In some instances, this was due to personal choice, shifting priorities, or changes in the situation, while others mentioned financial limitations, family influence, or simply using the advice for information without intending further action.
 - No response (37%, 167 respondents):** The remaining did not respond to this question. independently based on their own understanding or newly obtained evidence.

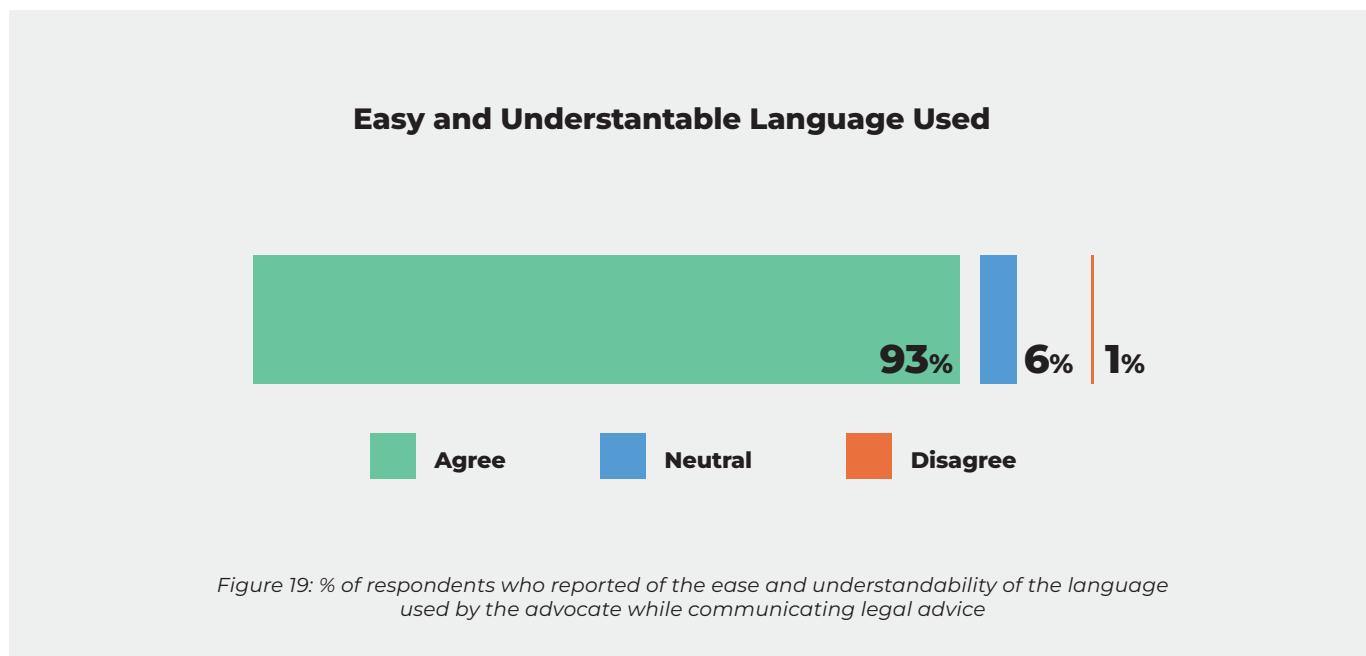
c. Demeanor of SLACC Advocate

Out of the 675 respondents who were asked about the demeanor of the SLACC advocate during their call:

- While the majority (94%, 633 respondents) reported that the advocate maintained a professional code of conduct throughout the call in terms of their general demeanor, tone of voice, manner of speaking etc, 1% (11) respondents disagreed. The remaining 5% (31) remained neutral.



- Similarly, 93% (625 respondents) reported that the advocate had conversed in language based on their comfort and understanding level i.e., communicated clearly using simple terms and avoided technical jargon. 1% (8) respondents disagreed while the remaining 6% (42) remained neutral.



d. Adherence to Ethical Guidelines

Out of the 675 respondents who were asked about the advocates' adherence to the ethical guidelines during the call:

- 46% (313 respondents) shared that the advocate had assured them that any data provided by callers would be kept anonymous and confidential.
- 37% (246 respondents) disagreed and shared that no such disclaimer was provided.
- 17% (116 respondents) did not respond to this question.

Confidentiality of Data Assured

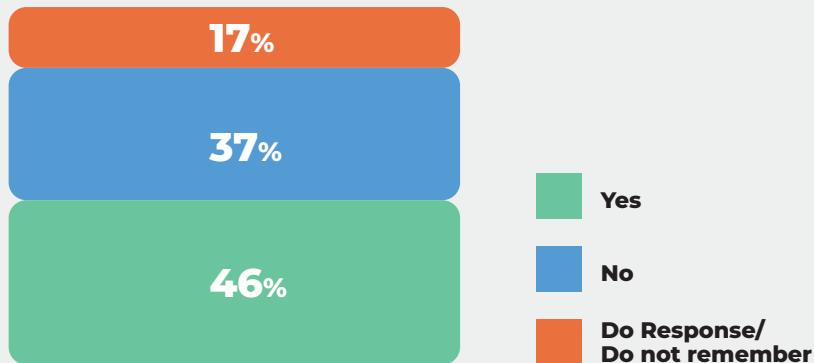


Figure 20: % of respondents who reported on the assurance of data confidentiality provided by the advocate

- The majority of respondents (63%, 422) shared that the advocate was empathetic towards their issues, while 2% (15 respondents) disagreed.
- 24% (160 respondents) remained neutral, and the remaining 11% (78 respondents) did not respond to this question.

Display of Empathy

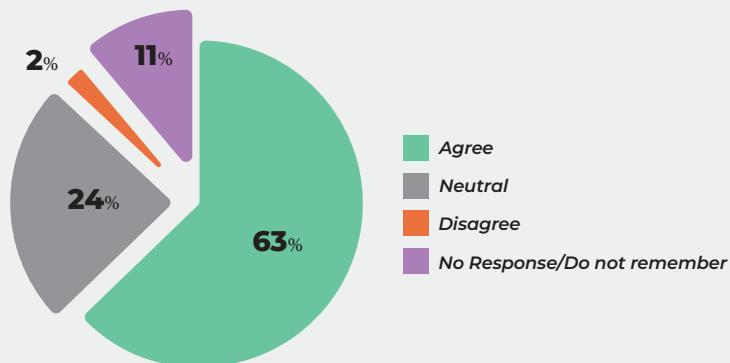


Figure 21: % of respondents who reported on the empathetic behavior of the advocate

e. Recommendations/Referral for SLACC

Out of the 675 respondents who were asked if they had recommended SLACC to others based on their experiences:

- Majority of the respondents (50%, 336) had not recommended SLACC to anyone, while 47% (315 respondents) had recommended SLACC services in their vicinity. The remaining 3% (24) respondents did not respond to this question.
- Out of the 47% respondents who had recommended it, they primarily recommended it to their friends and family.

Recommended SLACC

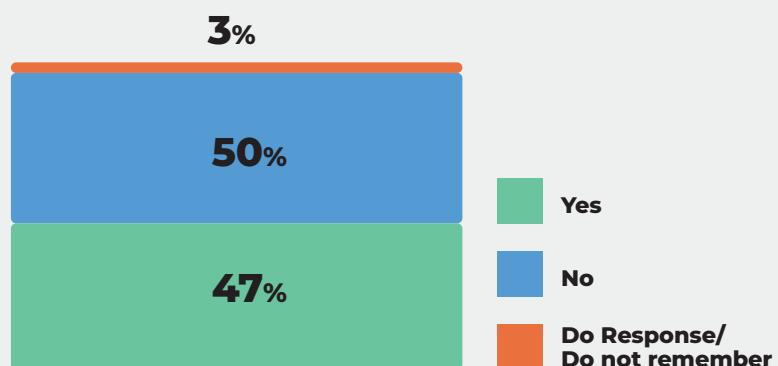


Figure 22: % of respondents who reported on recommending SLACC to others

Number of people who recommended SLACC

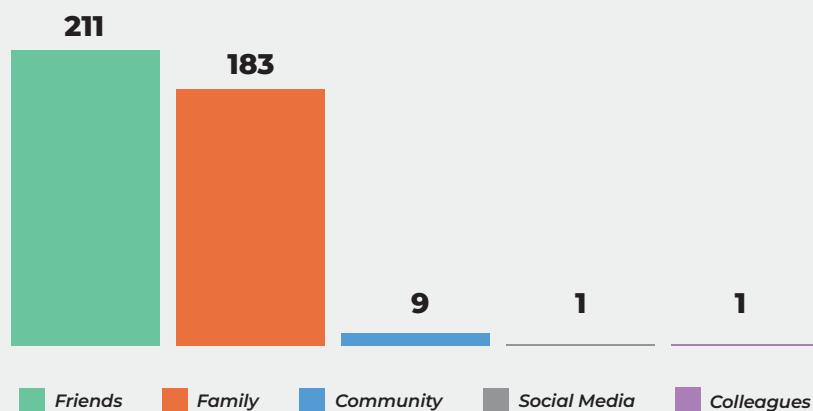
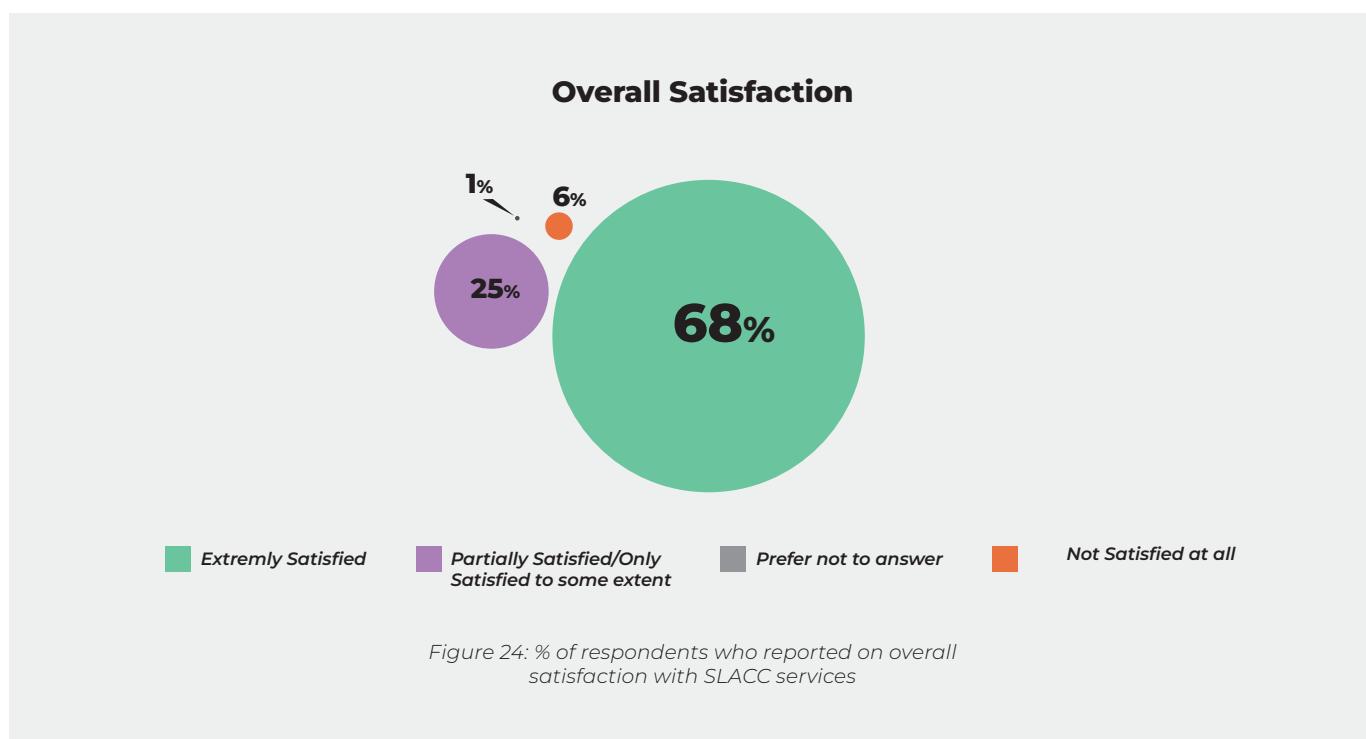


Figure 23: Groups of people who reported on recommended SLACC by the respondents

f. Overall Satisfaction

Out of the 675 respondents who were asked if they were satisfied with their experience with SLACC and would consider calling again in the future:

- More than half of the respondents (68%, 461) demonstrated satisfaction with the services of SLACC.
- 25% (172) respondents demonstrated partial satisfaction.
- 6% respondents (38) expressed dissatisfaction.
- 1% (4) respondents did not respond to this question.



- Out of the 6% (38 respondents) who expressed dissatisfaction, reported the following reasons:
 - **Inadequate legal guidance:** Some respondents reported that the lawyers did not provide clear or complete advice, particularly regarding documentation and procedural steps.
 - **Limited follow-up:** Participants noted that after initial contact, there was a lack of follow-up support, leaving them uncertain about how to proceed.
 - **Challenges with remote communication:** Advice provided over the phone was often difficult to understand, and respondents felt that in-person consultations would be more effective.
 - **Unprofessional behavior:** A few respondents highlighted that the behavior of some agents or lawyers was rude or dismissive, which affected their comfort in engaging further.

- **Lack of linkage to formal legal support:** Several participants expressed frustration over not being guided toward formal legal representation when needed.
- **Incomplete legal information:** Some individuals felt that the legal and constitutional information shared was not comprehensive enough to support their needs. They also mentioned that they were not adequately informed about which departments to approach or what documents were required for their case.
- **Inability to raise concerns against legal personnel:** Concerns were also raised about SLACC's handling of cases involving advocates, with suggestions that the organization should accept and address complaints where legal personnel may be at fault.
- **Need for improved service quality:** Participants recommended hiring more competent and patient legal staff and emphasized that the service should go beyond advice to facilitate actual resolution of legal issues.

Based on their satisfaction levels, when asked how many of them would consider calling SLACC again in the future for legal advice:

- Majority of the respondents (87%, 587) shared that they would consider calling SLACC again for legal advice. 3% respondents (22) reported that they would not prefer calling SLACC again and 9% (62 respondents) were not sure. The remaining 1% (4) respondents did not respond to this question.



Figure 25: % of respondents who reported on considering calling SLACC again

iv. Challenges and Limitations

1. Callers with sensitive issues (especially pertaining to Sexual and Gender-Based Violence (SGBV):

Violence (SGBV): Callers with sensitive issues such as those of SGBV were removed from the population sample and were not allotted to the enumerators for survey-based questions due to potential risk of exposure and leakage of sensitive information associated with such calls. Thus, a selective and conscious omission of SGBV-specific calls and their feedback in the findings for this evaluation.

2. General Information (GI) queries:

Whilst cleaning the data before selection of the sample for this evaluation, all GI queries had been removed. However, some callers who had just called to seek information on general (non-legal) issues had been tagged under other relevant categories included in the sample and thus ending up becoming part of the final sample, which implied that the data specific to these callers either had to be eliminated or categorized under callers who did not pursue their cases beyond receiving the advice.

v. Recommendations for SLACC team

A. Improve accessibility and communication

- **Introduce WhatsApp Support:** Launch a WhatsApp-based chat and voice service to ease document sharing and cater to users more comfortable with this platform.
- **Expand Language Options:** Ensure legal advice is available in major local languages (e.g., Sindhi, Urdu, Punjabi, Balochi, Siraiki) to enhance comprehension and comfort.
- **Simplify Language:** Avoid legal jargon and use simple and clear language, especially for uneducated or rural callers.

B. Enhance legal support beyond advice

- **Provide End-to-End Legal Facilitation:** Where possible, go beyond legal advice to include case drafting, legal notice assistance, and referrals to vetted legal practitioners.
- **Clarify Lawyer Access Criteria:** Clearly communicate the eligibility criteria for receiving legal representation to manage expectations and build trust.

C. Improve call handling and follow-up mechanism

- **Ensure Callbacks and Timely Follow-ups:** Institutionalize follow-up calls after legal advice is given, particularly when advice is implemented or in complex cases.
- **Assign Consistent Advisors for Repeat Callers:** Connect repeat callers with the same advocate to ensure continuity and better case handling.
- **Address Connection and Availability Issues:** Improve helpline infrastructure to ensure timely response, especially during peak hours, and strengthen call-back mechanism for missed calls.

D. Strengthen in-person and physical outreach

Establish Regional Offices or Help Desks: Especially in underserved areas like rural

Sindh and Punjab, to facilitate those who prefer or require in-person consultation.

- **Create Satellite Legal Clinics in Universities and Villages:** Targeted especially at women, youth, and other vulnerable groups for awareness and service delivery.
- **Localized Awareness Campaigns:** Disseminate awareness messages through SMS, social media, and public spaces in all relevant local languages.
- **Community Outreach on Rights and SLACC Services:** Engage paralegals and local leaders to spread awareness about legal rights and how to access SLACC services.
- **Promote Service Transparency:** Explain to the public what services SLACC offers, what it doesn't, and why (e.g., not handling cases against lawyers), to reduce confusion and mistrust.

E. Build capacity of advocates

- **Training on Communication and Empathy:** Provide regular capacity-building sessions for legal advisors on active listening, empathy, and cultural sensitivity.
- **Special Training for Handling Women's Issues:** Equip staff with tools and understanding to address gender-sensitive matters, ensuring women feel safe and heard.
- **Provide Assurance on Data Confidentiality:** Ensure that advocates provide a disclaimer on data confidentiality to ensure callers' trust.

F. Policy-level recommendations

- **Coordinate with Justice Sector Institutions:** Strengthen SLACC's referrals and follow-ups with police, National Database and Registration Authority (NADRA), and other institutions to expedite complaint resolution.
- **Explore Online Legal Proceedings for Women:** Advocate for or pilot models where women can participate in legal proceedings remotely to reduce mobility-related barriers.

vi. Conclusion

The Sindh Legal Advisory Call Centre (SLACC) has demonstrated commendable progress in offering accessible legal advisory services across Pakistan. Findings from the SLACC Annual Feedback Survey (2024–2025) show that most respondents (94%) appreciated the professionalism, timeliness, and accuracy of the legal support received.

To build on this momentum, the recommendations above aim to further refine SLACC's operations; through improved communication, broader access, enhanced legal services, and stronger institutional linkages. Implementing these changes will ensure SLACC continues to provide inclusive, high-quality, and empowering legal support for those most in need.

10. Objective 4

To Collect Data and Conduct Data Analysis, Research and Produce Policy Briefs

What's covered in this objective

- **Coordinating Data with other LAS programs and external organizations: Referring Cases and Follow Ups**
- **Policy Brief Development: Focus Areas and Research Outcomes**

Coordinating Data with other LAS programs and external organizations: Referring Cases and Follow Ups

Throughout the year, SLACC has continued to serve as a critical first point of contact for individuals seeking legal guidance on civil, criminal, and public service matters, cutting across socio-economic backgrounds. Callers unable to bear the financial burden of court fees or litigation costs are assessed for potential pro bono legal representation and referred to relevant teams within the Legal Aid Society's specialized litigation and support programs.

This internal referral mechanism is built on a structured coordination process. When a case falls within the mandate of an existing LAS project, SLACC Legal Advisors share comprehensive case details with the relevant team to ensure accurate assessment and assignment to a qualified lawyer. This collaboration ensures that callers receive not just advice, but actionable legal support where feasible.

Over the past year, SLACC has also strengthened its partnership with the Musaliha International Center for Arbitration and Dispute Resolution (MICADR) - a sister concern of LAS and a government-notified mediation center. Cases appropriate for alternative dispute resolution are referred to MICADR, offering disputing parties a timely, cost-effective, and relationship-preserving pathway to justice.

SLACC remains committed to promoting mediation as a sustainable solution, especially in light of recent legal reforms that have given greater recognition to out-of-court settlements. The Legal Aid Society, together with SLACC, takes pride in leading the way in embedding such innovative legal pathways into mainstream access to justice mechanisms.

During the reporting period, the Legal Advisors have sent referral cases to the following projects within LAS and external organizations.

Project	Project Specifics	Number of Referrals
Alternative Dispute Resolution (ADR)	Cases pertaining to maladministration of Government Departments for Ombudsperson and other cases such as Khula, divorce and maintenance for mediation.	15
Women's Right to Legal Property (WRLP)	Cases pertaining to immovable and movable property of women.	97
Religious Minorities Project	Cases pertaining to religious minorities.	2
Gender Based Violence (GBV) and Sexual Violence (SV) Cases	Cases pertaining to gender based violence, rape, sodomy and sexual violence abuse.	65

LAS Litigation	Cases pertaining to family law matters (custody, maintenance, divorce), civil disputes, and issues requiring representation in higher courts.	155
Committee for the Welfare of Prisoners (CWP)	Cases pertaining to legal aid for undertrial prisoners, ensuring their rights, and addressing issues like delayed trials and access to justice.	3
Case referral linkage with Chief Secretary's Office through Sindh Performance Management System	Cases pertaining to Public Service Matters.	52
Case referral linkage with NOWPDP	Cases pertaining to complaints and support request from persons with disabilities (PWDs)	76

Referred to Organizations

If a caller requires further information pertaining to women shelters, economic aid, disability support, domestic violence prevention or legal representation, the Legal Advisor connects them to the following referral pathways:

Legal Issue	Organisation
Violation of Human Rights	Sindh Human Rights Commission
Women Related Cases	Sindh Commission on the Status of Women (SCSW), Aurat Foundation, Women Development Department (WDD), National Commission for Human Rights (NCHR)
Shelter Homes	Panaah
Child Related Issues	Sindh Child Protection Authority
Cyber Crime	Digital Crimes Against Women Modesty (Digital Rights Foundation)
Criminal Cases	Police Stations, Associated Helplines
Security Complaints	Pakistan Army
Narcotics Issues	Anti Narcotics Force
Banking/Consumer Complaints	State Bank Consumer Protection Department (CPD)
Emergency Matters	Sindh Rescue 1122
PWDs (Persons with Disabilities)	NOWPDP
Refugees and IDPs	SHARP Pakistan
Public Service Complaints	Sindh Chief Secretary's Complaint Cell

Policy Brief Development: Focus Areas and Research Outcomes

Over the past year, SLACC has leveraged its data and community insights to develop evidence-based policy briefs that address systemic legal and social challenges in Sindh, Pakistan. Three policy briefs, each at different stages of completion, reflect SLACC's commitment to research-driven reform and stakeholder engagement. These briefs are designed to inform policy decisions, strengthen legal protections, and propose actionable solutions rooted in the lived experiences of the population.

Facilitating Women's Access to Property Rights through Alternative Dispute Resolution (ADR)

This policy brief focuses on enhancing women's access to property rights in Sindh, Pakistan, through the formalization and strengthening of Alternative Dispute Resolution (ADR) mechanisms. Despite constitutional and statutory protections, women face significant barriers in claiming their property rights. The brief highlights challenges and proposes solutions to address these issues. Following are key insights:

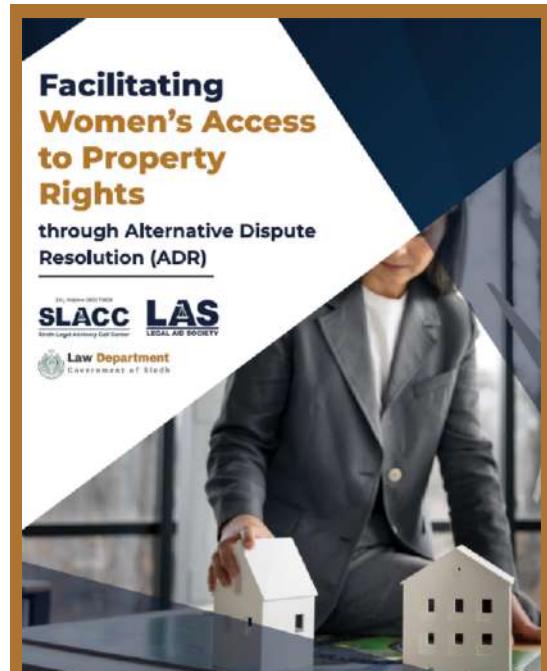
Challenges

- Women face significant barriers to claiming property rights, including patriarchal norms, limited mobility, and resistance from male family members.
- A complex and expensive legal system discourages women from pursuing property claims, contributing to gender disparities in ownership.
- Data from SLACC and household surveys reveal a need for accessible and culturally sensitive mechanisms for resolving property disputes.

Proposed Solutions

- Introducing mandatory mediation can expedite resolutions in women's property disputes.
- Establishing women-centric ADR committees ensures inclusive and equitable dispute resolution.
- Gender-sensitive training for mediators can help address biases and promote fair outcomes.
- Empowering Ombudsperson offices strengthens grievance mechanisms and promotes effective redressal of property-related issues.

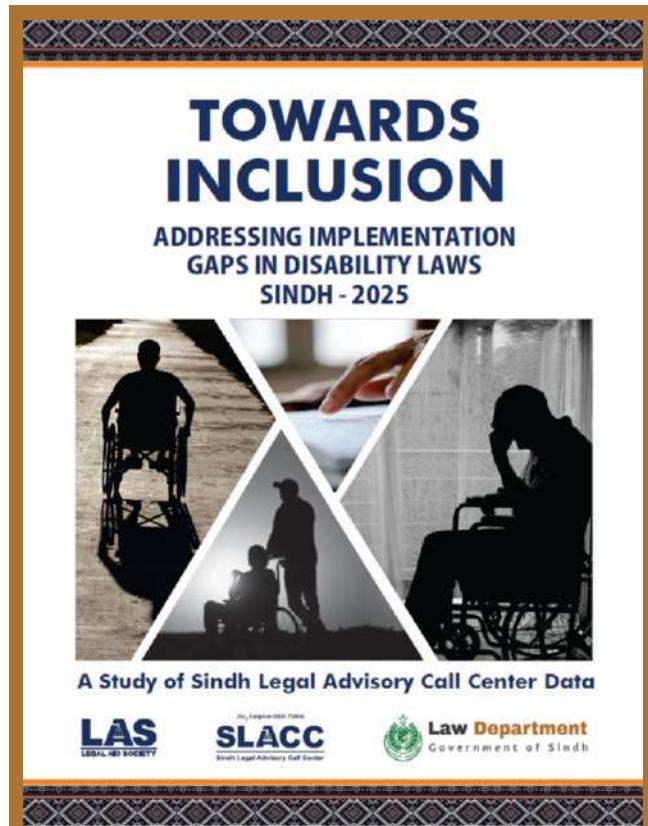
The policy brief has been disseminated to over 85 stakeholders, including government bodies, NGOs, academic institutions, corporate actors, and ADR centers. It is also publicly accessible via the Legal Aid Society's official website at www.las.org.pk and through SLACC's social media platforms (Facebook, Instagram, X, and LinkedIn). A QR code is included for direct access.



Towards Inclusion: Addressing Implementation Gaps in Disability Laws for Sindh

This policy brief addresses the challenges faced by persons with disabilities (PWDs) in Sindh, Pakistan, despite the enactment of the Sindh Empowerment of Persons with Disabilities Act, 2018. While the legislation aims to uphold the rights of PWDs, significant implementation gaps persist, limiting its impact. Following are key insights:

- Awareness about disability rights remains low, with limited outreach and inconsistent dissemination of information.
- Accessibility barriers in public spaces, services, and infrastructure hinder PWDs from fully participating in society.
- Monitoring and evaluation mechanisms for enforcing disability laws and employment quotas are inadequate.
- Financial constraints and resource limitations delay the implementation of crucial disability rights initiatives.
- Collaboration between government entities and NGOs is essential but remains underutilized.



The brief proposes targeted awareness campaigns, competency-based capacity-building, robust monitoring frameworks, and inclusive employment initiatives to bridge the gap between legal rights and practical inclusion. The brief has been finalized, designed, and is scheduled for publication and dissemination by the end of the reporting period. It is publicly accessible via the Legal Aid Society's official website at www.las.org.pk and through SLACC's social media platforms (Facebook, Instagram, X, and LinkedIn). A QR code is included for direct access.

Policy Brief on Payment of Wages Act

This upcoming brief focuses on wage-related challenges faced by private-sector employees in Sindh, many of whom report delayed or unjust wage practices. Drawing from SLACC's data on employment-related queries, the brief identifies structural gaps in the enforcement of wage laws and aims to propose practical, scalable reforms. Currently, this policy brief is in the final review phase.

These policy briefs underscore SLACC's strategic use of caller data and legal trends to inform policy dialogue, advocacy, and reform, positioning the platform as both a service provider and a knowledge hub for justice sector improvement.



11. Acknowledgements

As we present the Annual Progress Report 2024-25 for the Sindh Legal Advisory Call Centre (SLACC), I extend my sincere gratitude to the **Law Department, Government of Sindh** for their continued trust and partnership. Your support has been pivotal to SLACC's growth and resilience as we strive to make legal assistance accessible, timely, and inclusive for the people of Sindh and beyond.

This past year has been both transformational and rewarding. We crossed the milestone of managing and responding to over **47,000+** legal queries, significantly surpassing our annual target. We successfully launched NAZ Assist, Pakistan's first multilingual legal advisory chatbot, enhancing our digital reach with 24/7 legal guidance. We also renewed impactful collaborations, including our partnership with Sehat Kahani, and continued working alongside key government institutions to strengthen service delivery.

I am deeply thankful to all our stakeholders, particularly the **Chief Secretary's Office, NOWPDP, Sehat Kahani**, and many others, for their valuable collaboration, insight, and commitment to justice. Your contributions have helped us reach communities most in need, shape evidence-based policy, and ensure the legal empowerment of thousands.

As we move forward, SLACC remains committed to bridging the gap between citizens and the Justice system, delivering services that are empathetic, innovative, and rooted in public good. Thank you for your continued support in making access to justice a reality for all.



شکوہ ظلمت شب سے تو کہیں بہتر ہے
اپنے حصے کی کوئی شمع چلاتے ہیں

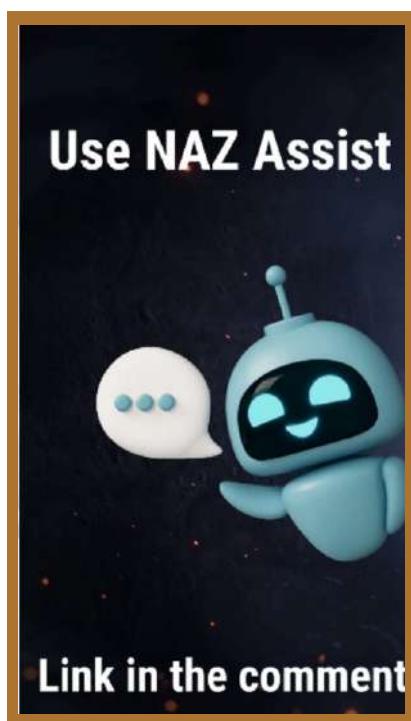
Rukhsana Parveen Khokhar
Senior Program Manager
Legal Aid Society

11. Annexures

Annexure A: SMS Samples



Annexure B: Social Media Campaigns





Annexure C: Information, Education, and Communication (IEC) Material



سندھ لیگل ایڈ وائزری کال سینٹر
محکمہ قانون - حکومت سندھ اور لیگل ایڈ سوسائٹی کی مشترکہ کاوش ہے
مفت قانونی مشورہ صرف ایک کال کے فاصلے پر

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Sindh Legal Advisory Call Center

Important Notice:

SLACC is a joint initiative of the Law Department, Government of Sindh, and the Legal Aid Society (LAS).

SLACC services are provided completely free of cost to the public. If any individual or organization asks you; or anyone you know; for money or any other benefit in exchange for this service, please report it immediately through Call or WhatsApp: **0345-8270806** Or send a letter to mentioned below address:

First Floor, Block C, FTC Building, Shahrah-e-Faisal Karachi.

Your cooperation helps ensure transparency and protect the integrity of this public service.

Contact us

0800 70806

Office 202, 2nd Floor, The Doctor's Plaza, Block 9, Clifton, Karachi

SLACCPakistan